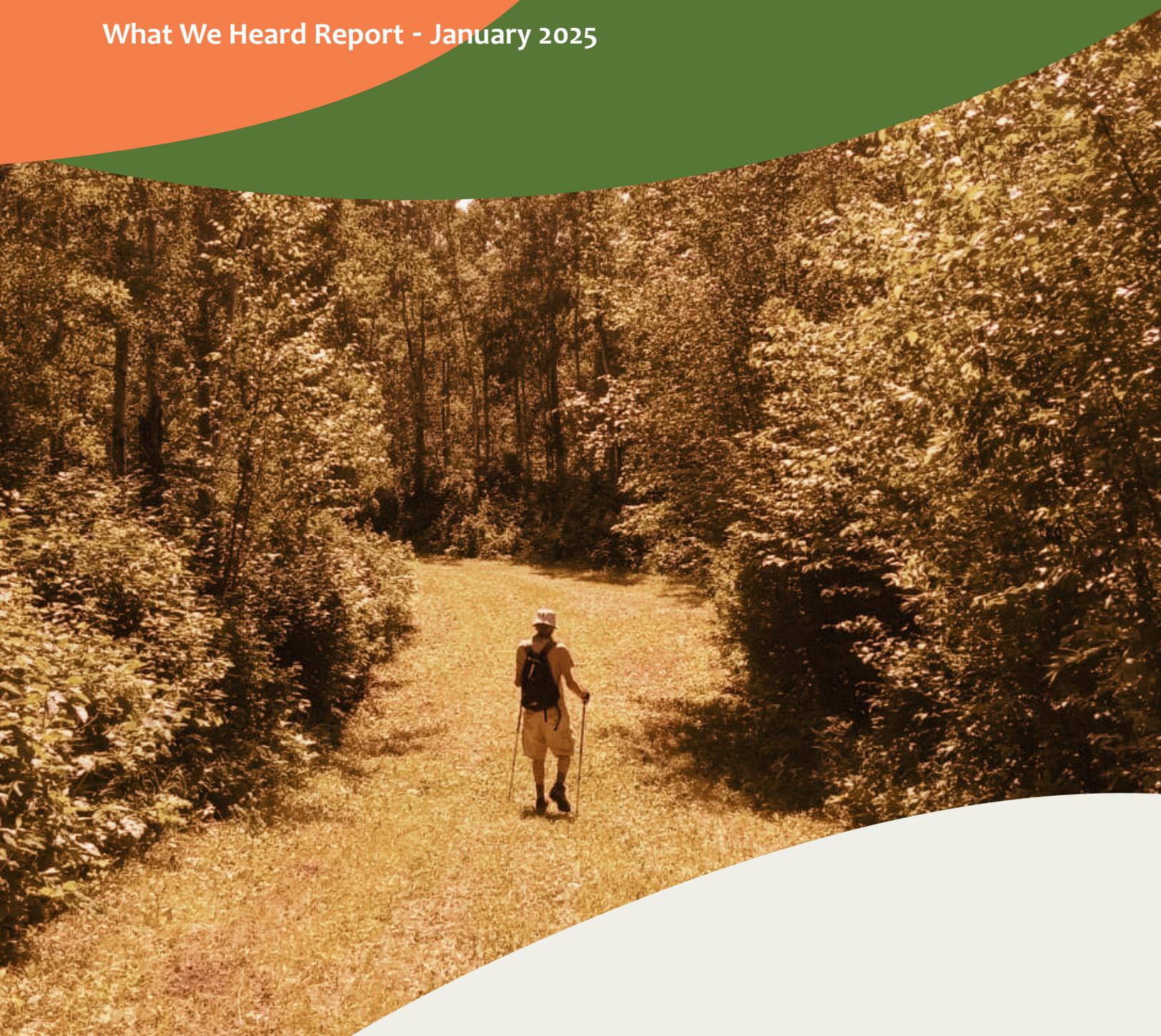


Westlock County

Recreation Needs Assessment and Facility Master Plan

What We Heard Report - January 2025



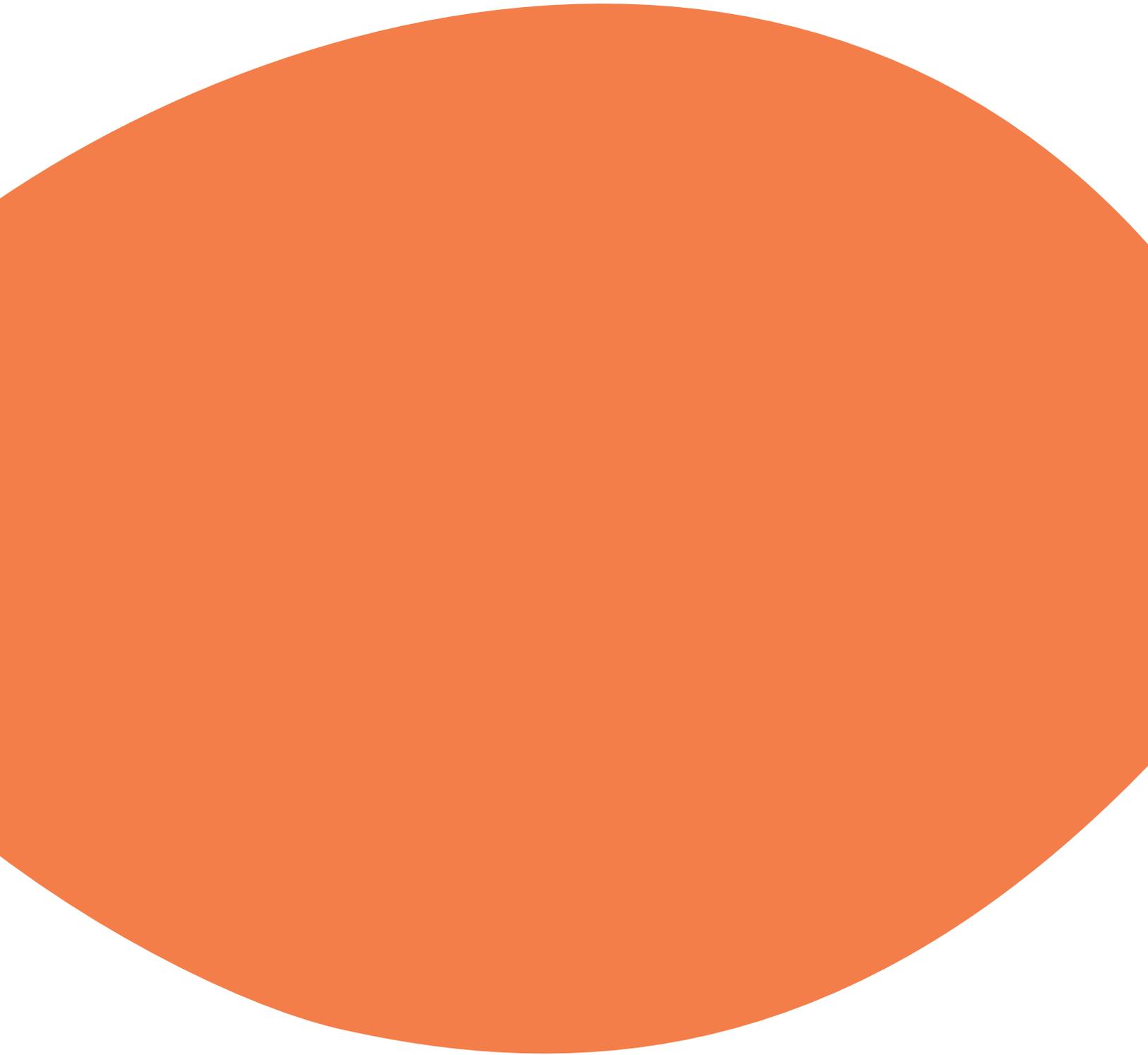
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Territorial Acknowledgement

Westlock County is located on Treaty 6 Territory, the traditional land of the Metis, the Cree, and the Woodland Cree peoples.





Executive Summary

Westlock County recognizes that recreation opportunities and spaces are critical community assets and services that contribute to residents' quality of life and provide opportunities for residents to be connected to each other and their community. High quality recreation opportunities are fundamentally important to create a vibrant region. As such, Westlock County is undertaking the completion of a Recreation Needs Assessment and Facility Master Plan.

Westlock County currently invests in recreation opportunities for its residents through the direct ownership of some assets like the Tawatinaw Valley Ski Hill, the Rainbow Park Trout Pond, and Long Island Municipal Lake Campground. The County also financially supports regional municipal partners and community associations that provide opportunities at recreation centres, community halls, and other outdoor spaces via cost sharing agreements and grant funding.

The Needs Assessment and Master Plan will help shape the future of recreation throughout the County. Importantly, this planning work will guide the strategic direction and priorities for recreational infrastructure investment and the delivery of recreation opportunities and services over the next 10+ years. Recreation activities are activities that people do to improve their physical, social, intellectual, creative, and spiritual well being. They can be for fun or can be competitive and can include very active physical activities through to more leisurely pursuits like reading or baking.

Community input is a critical component in the completion of the Needs Assessment and Master Plan. This "What We Heard Report" describes the community engagement process and presents its findings. There were three (3) key input opportunities as identified in the following table.

| Tactic | Participation |
|-------------------------|------------------|
| Household Survey | 299 responses |
| Group / Operator Survey | 32 responses |
| Discussion Sessions | 15 organizations |

Key findings from each of these tactics is noted on the following page.



Household Survey

- Of total respondents to the household survey, 89% were from the County while 11% were from the Town of Westlock. Considering outdoor facilities and amenities, over half of respondents use outdoor spaces at community halls like ball diamonds, rinks, playgrounds (79%), Tawatinaw Valley Ski Hill (68%), Long Island Lake Municipal Campground (63%), and non-motorized trails (51%).
- Considering indoor facilities and amenities, over half of respondents use Westlock & District Community Hall (76%), and Westlock Aquatic Centre pool (75%). The amenities at the Westlock Rotary Spirit Centre are also widely utilized, with the arena being the most popular (67%), followed closely by the walking track (64%) and the fieldhouse (63%). Approximately two thirds are satisfied with:
 - > Access to bodies of water such as area lakes (62%).
 - > The availability of organized sports programs and opportunities (61%).
- Top barriers impacting participation are facility operating issues (38%) and cost (32%).
- Indoor spaces that need enhancement are pools and community halls.
- Indoor spaces that are in need of additional development are indoor children's play spaces and youth spaces.
- Outdoor spaces that need enhancement are skating rinks and playgrounds.
- Outdoor spaces that are in need of additional development are spray parks.
- Over three quarters strongly agree that:
 - > It is important to ensure recreation opportunities are available and accessible for all residents of the County (82%).
 - > Community events can help people to develop a sense of community and connection to each other (80%).
- Two thirds (66%) say there are adequately or very informed about recreation opportunities.
 - > About three quarters (71%) identified the Westlock County social media as a preferred communication channel.
- Approximately one third (37% of total respondents and 35% of County respondents) said they would support an increase in property taxes for enhancement of existing services or new services.

Group / Operator Survey

- About half (6 out of 10) of respondents say current outdoor and indoor facilities and spaces meet their needs.
- Indoor spaces that need enhancement include youth spaces, arenas, curling facilities, community halls / gathering spaces, and seniors space.
- Indoor spaces that are in need of additional development are arenas.
- Outdoor spaces that need enhancement include campgrounds, BBQ and picnic areas, non-motorized trails.
- Outdoor spaces that are in need of additional development include spray parks, outdoor paved court spaces, and support amenities such as bathrooms, benches, and signage.

Discussion Sessions

- Recreation is important to people of Westlock County.
- There needs to be some recreation opportunities in the rural communities throughout Westlock County.
- There are numerous recreation opportunities that exist and these should be recognized by the County and supported.
- Tourism in Westlock County should be encouraged.
- The Town of Westlock and Westlock County need to work together in the provision of recreation.
- Collaboration between organizations and between the County and organizations is desired.

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CACHE PARK

BAT & BIRD CONSERVANCY



The Park is a collection of the Ashburn River and some other streams, including the Rocky Mountain south of Cache and the Park. The river is a major source of the river's water. The river is a major source of the river's water. The river is a major source of the river's water.

1.0 Introduction

There are numerous inputs that contribute to the development of the Needs Assessment and Master Plan. Community engagement is one of the most important. A varied program of engagement was implemented that included three main tactics as described below.

- **Household Survey** – residents in the Westlock County area were invited to share the thoughts of household members.
- **Community Organization & Operator Survey** – organized groups and operators providing services to community members were asked to provide input.
- **Discussion Sessions** – a series of virtual meetings were convened with a variety of organizations to learn the varied perspectives about the provision of recreation and playground services.





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2.0 Findings

The findings are presented in the order the questions were posed in the survey. They reflect the proportion of respondents who answered the question as not all respondents answered each question. Findings from the open access survey are presented alongside the coded access findings. Due to rounding totals, may not equal 100%.

Promotion of the engagement involved several different prongs including the distribution of a postcard to households in Westlock County utilizing Canada Post's neighbourhood mail. Additionally, promotion of the project and its input opportunities occurred through attendance at community open houses hosted by Westlock County, messaging on the County's webpage, and through the County's existing communication channels. Combined, these findings offer a comprehensive perspective on recreation provision in Westlock County.

| Tactic | Participation |
|-------------------------|------------------|
| Household Survey | 299 responses |
| Group / Operator Survey | 32 responses |
| Discussion Sessions | 15 organizations |



2.1 Household Survey

A survey was fielded with households in the Westlock County area to gather their perspectives on recreation provision in Westlock County. The survey required respondents to answer questions considering the perspectives of all household members. The survey was promoted through a variety of means; the most prominent was through the use of a postcard. The postcards were mailed using Canada Post's neighbourhood mail. Approximately 3,500 postcards were mailed. Refer to Appendix A for a copy of the postcard.

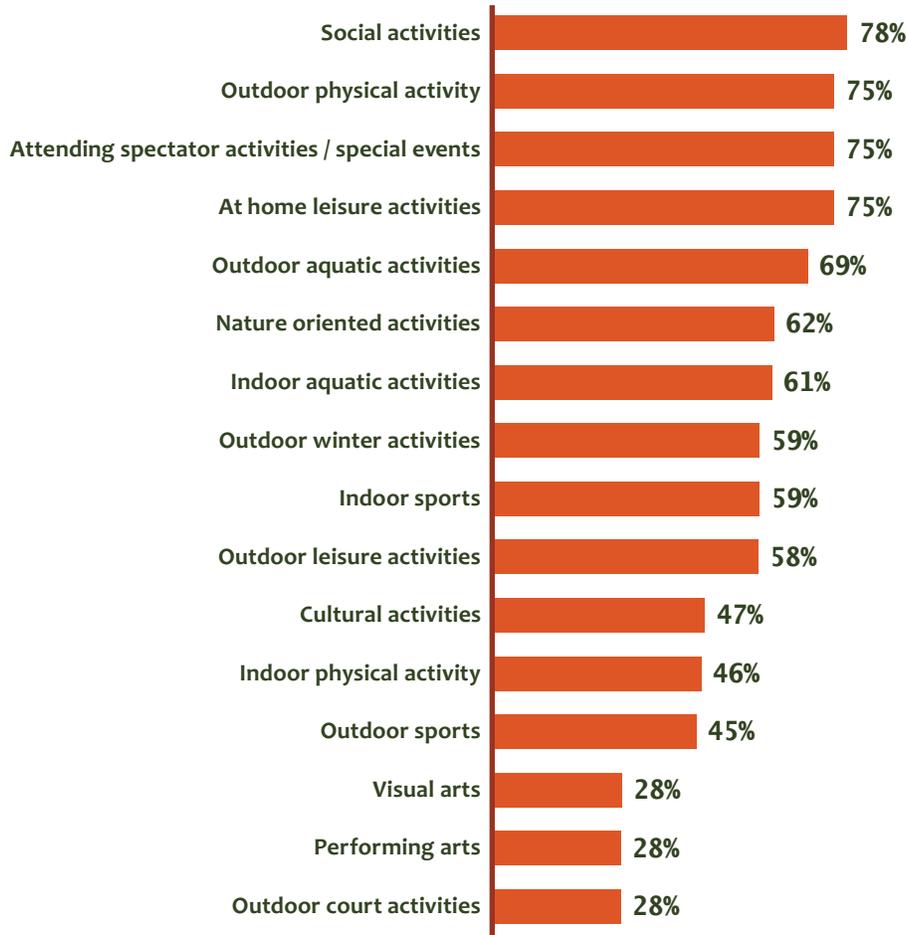
The survey was primarily fielded online, however residents were able to request hard copies of the questionnaire. Refer to Appendix B for a copy of the questionnaire. The survey gathered responses from June 19th to July 31st, 2024. Over that time, 299 responses were gathered.



2.1.1 Current Usage / Visitation

To begin the survey, respondents were asked to identify the recreation activities in which their household members participate. As illustrated in the graph below, approximately three quarters (78%) of households participate in social activities (e.g. get together with friends / family). Three quarters (75%) identified outdoor physical activity (e.g. walking, hiking, cycling, gardening, skateboarding), attending spectator activities / special events (e.g. concerts, sports events, festivals), and at home leisure activities as activities in which household members participate.

Graph 1 - Recreation Activities In Which Household Members Participate

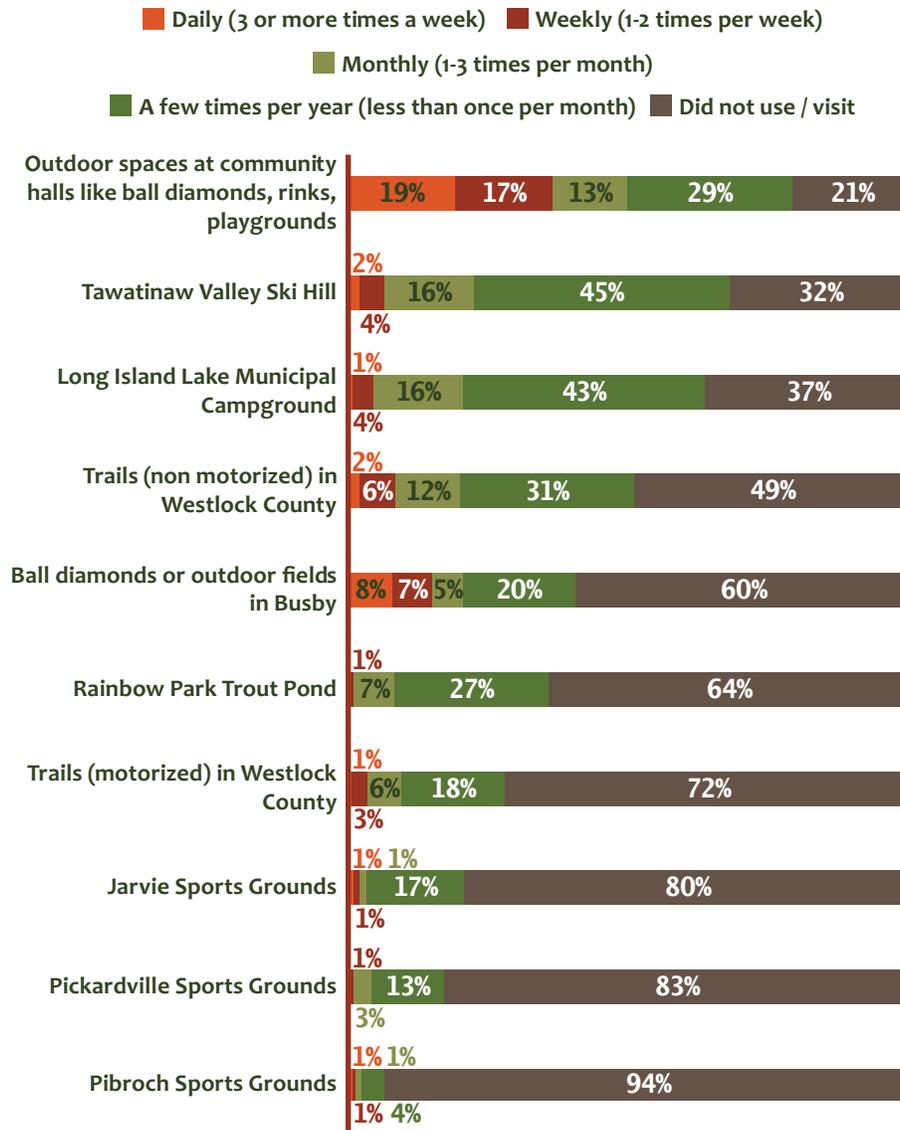


Subsegment Analysis

- Households with children are more likely to participate in the following activities than households without children:
 - > Indoor physical activity – 50% vs 31%.
 - > Indoor sports – 73% vs 26%.
 - > Outdoor aquatic activities – 75% vs 57%.
 - > Outdoor leisure activities – 64% vs 48%.
 - > Outdoor sports – 50% vs 14%.
 - > Outdoor winter activities – 71% vs 36%.

Next, given a list of facilities and amenities, respondents were asked to indicate the frequency of which household members used or visited each in a typical year (considering the season of play). Considering **outdoor facilities / spaces in Westlock County**, the outdoor spaces at community halls were used by the greatest proportion of respondents (79%). Approximately two thirds (68%) of respondent households visited the Tawatinaw Valley Ski Hill. Refer to the graph for additional information.

Graph 2 - OUTDOOR Frequency of Use Yearly in Season of Play

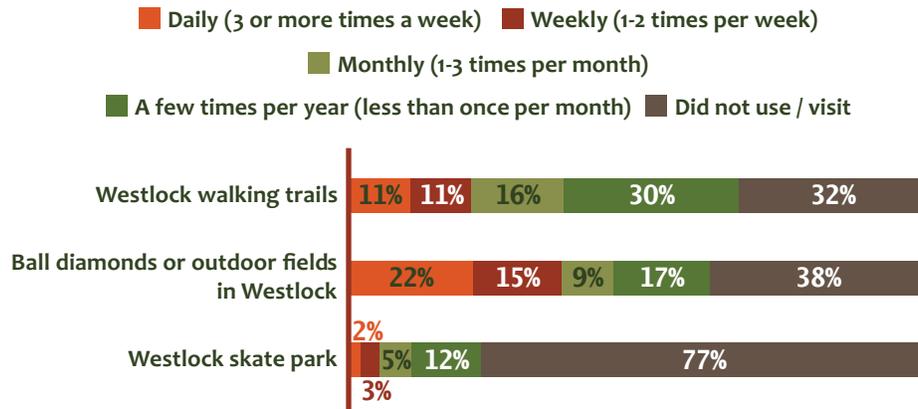


Subsegment Analysis

- Households with children are more likely to use / visit the following outdoor facilities and spaces than households without children:
 - Ball diamonds or outdoor fields in Busby – 47% vs 26%.
 - Outdoor spaces at community halls – 85% vs 62%.
 - Long Island Lake Municipal Campground – 70% vs 51%.
 - Rainbow Park Trout Pond – 39% vs 17%.
 - Tawatinaw Valley Ski Hill – 75% vs 49%.

Regarding **outdoor facilities and spaces in the Town of Westlock**, approximately two thirds (68%) used the walking trails. A similar amount (62%) used the ball diamonds and outdoor fields in Westlock. Refer to the graph.

Graph 3 - -OUTDOOR Frequency of Use Yearly in Season of Play

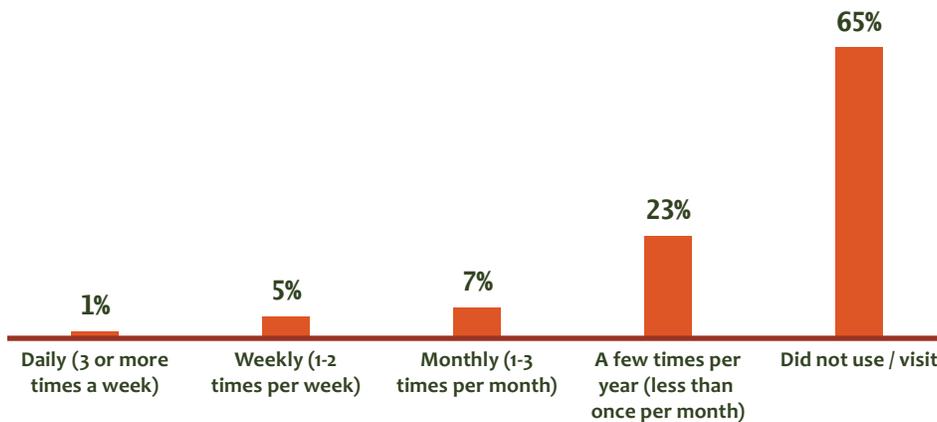


Subsegment Analysis

- Households with children in the home were more likely to use the following outdoor facilities and spaces in the Town of Westlock than households without children:
 - > Ball diamonds – 74% vs 33%.
 - > Skate park – 28% vs 0%
 - > Walking trails – 73% vs 57%.

Approximately one third (35%) of respondents used the ball diamonds or outdoor fields in **Clyde** as illustrated in the following graph.

Graph 4 - Ball Diamonds or Outdoor Fields in Clyde

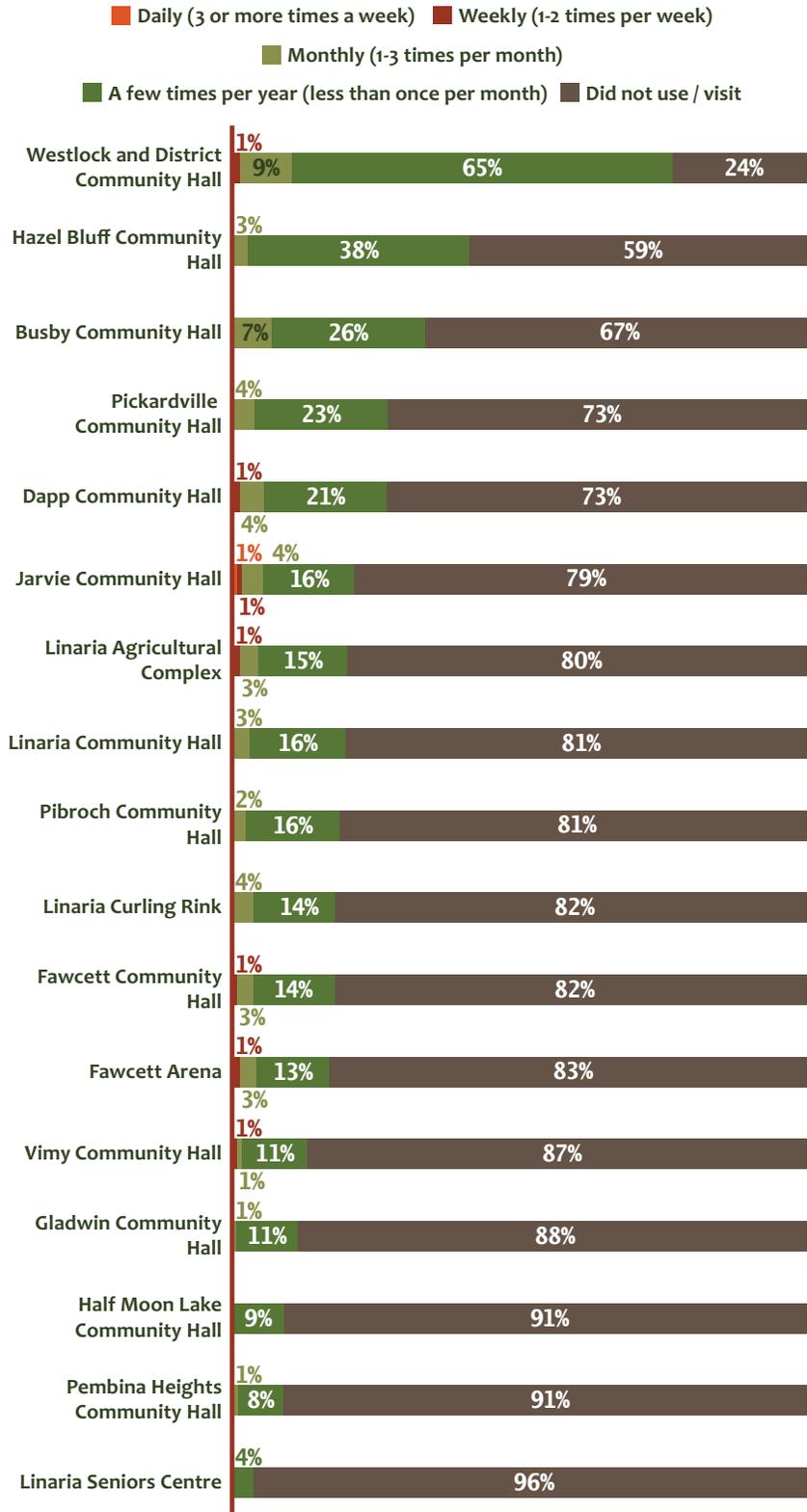


Subsegment Analysis

- Households with children in the home were more likely to use the ball diamonds or outdoor fields in Clyde than households without children - (42% v 14%)

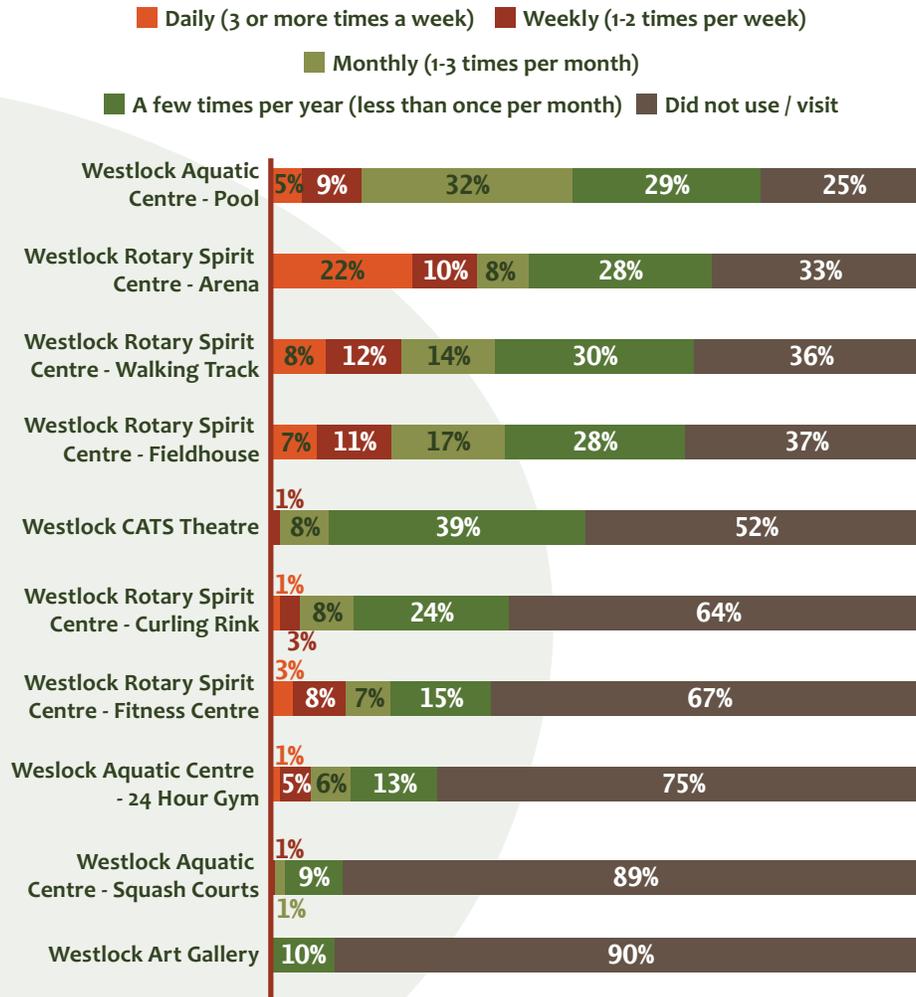
When asked about **indoor facilities and spaces in Westlock County**, the Westlock and District Community Hall was utilized by the greatest proportion of respondents (76%). All other facilities and spaces were used by less than half of respondents.

Graph 5 - INDOOR Frequency of Use Yearly in Season of Play Westlock County



Regarding **indoor facilities and spaces in the Town of Westlock**, three quarters (75%) of respondents used the pool at the Westlock Aquatic Centre. Approximately two thirds used both the arena (67%) and the walking track (64%) at the Westlock Rotary Spirit Centre. A similar proportion (63%) used the fieldhouse at the Rotary Spirit Centre.

Graph 6 - INDOOR Frequency of Use Yearly in Season of Play Town of Westlock



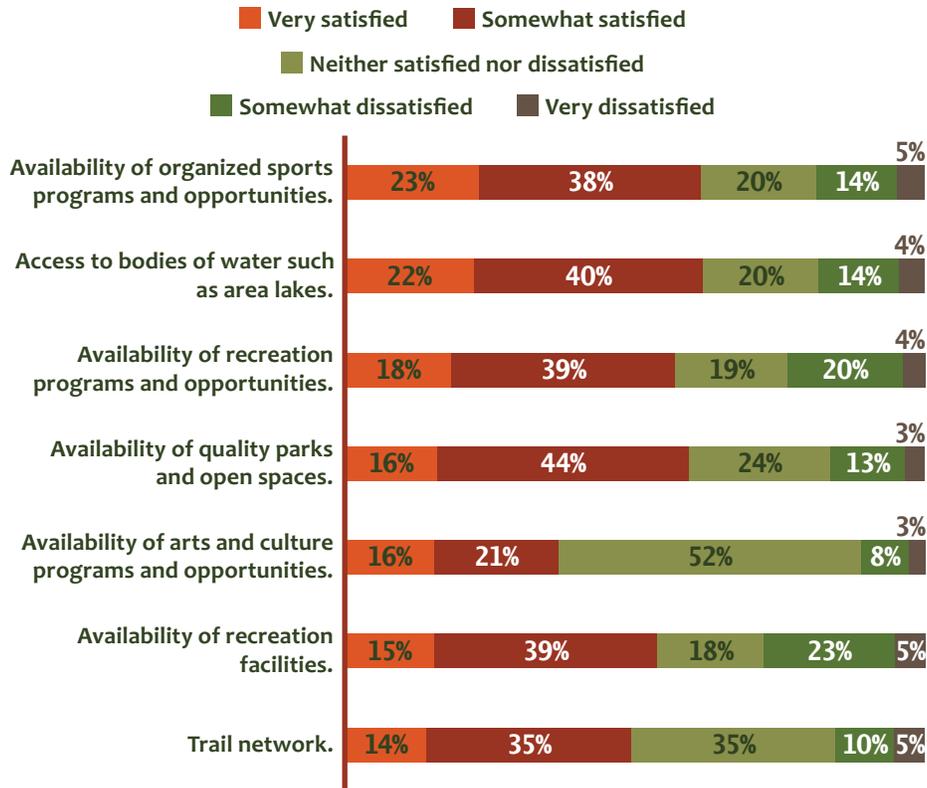
Subsegment Analysis

- Households with children were more likely to use / visit the following indoor facilities and spaces in the Town of Westlock compared to households without children:
 - > The pool at the Westlock Aquatic Centre – 83% vs 50%.
 - > The curling rink at the Westlock Rotary Spirit Centre – 47% vs 17%.
 - > The arena at the Westlock Rotary Spirit Centre – 74% vs 40%.
 - > The fieldhouse at the Westlock Rotary Spirit Centre – 77% vs 32%.
 - > The walking track at the Westlock Rotary Spirit Centre – 73% vs 50%.

2.1.2 Recreation Services Assessment

Respondents were provided with several aspects of recreation and parks services and opportunities and asked to indicate their satisfaction with each. It is important to note that these were to be considered for the Westlock County region. Over sixty percent of respondents are satisfied with the availability of organized sports programs and opportunities (23% very satisfied and 38% somewhat satisfied) and access to bodies of water such as area lakes (22% very satisfied and 40% somewhat satisfied). In terms of overall satisfaction, the availability of arts and culture programs and opportunities approximately one third (37%) expressed satisfaction (16% very satisfied and 21% somewhat satisfied). About half (52%) said they are neither satisfied nor dissatisfied with their availability. Refer to Graph 7.

Graph 7 - Satisfaction With Recreation and Parks Services

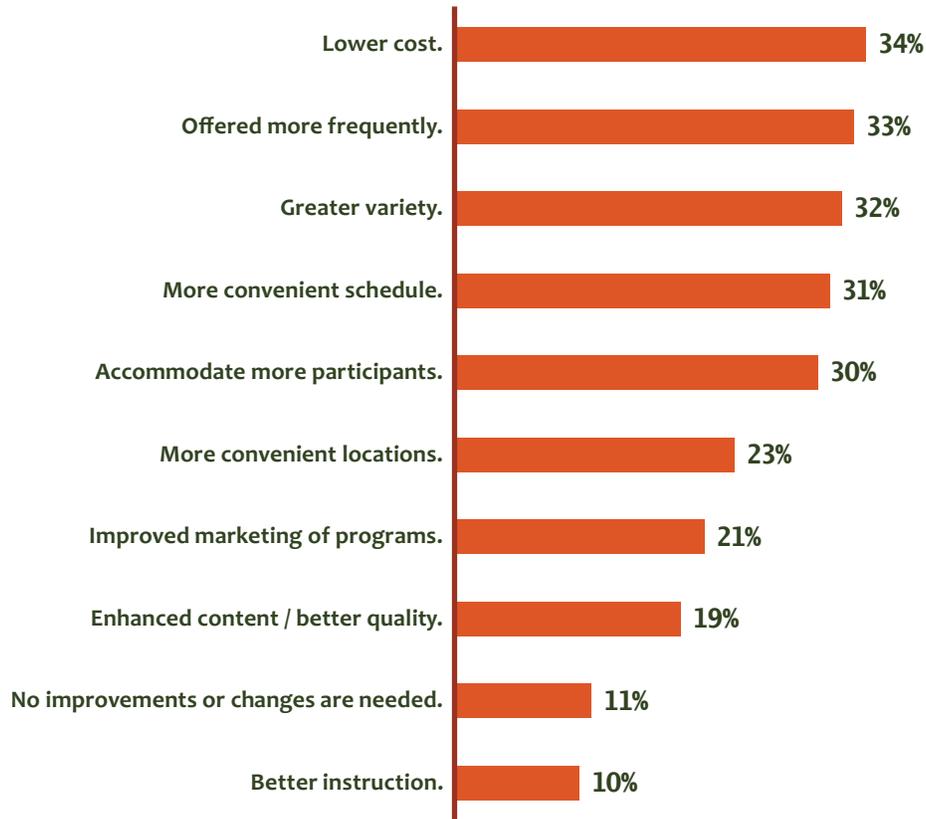


Subsegment Analysis

- Households without children are more likely to be very satisfied with the following aspects of services and opportunities available to them:
 - > Availability of recreation facilities – 29% vs 13%.
 - > Availability of arts and culture programs – 26% vs 13%.

When asked about needed improvements or changes to programs and opportunities, approximately one third identified lower cost (34%), offered more frequently (33%), greater variety (32%), more convenient schedule (31%), and the ability to accommodate more participants (30%). As illustrated in the graph, only 10% said better instruction is needed.

Graph 8 - Improvements to Programs and Opportunities

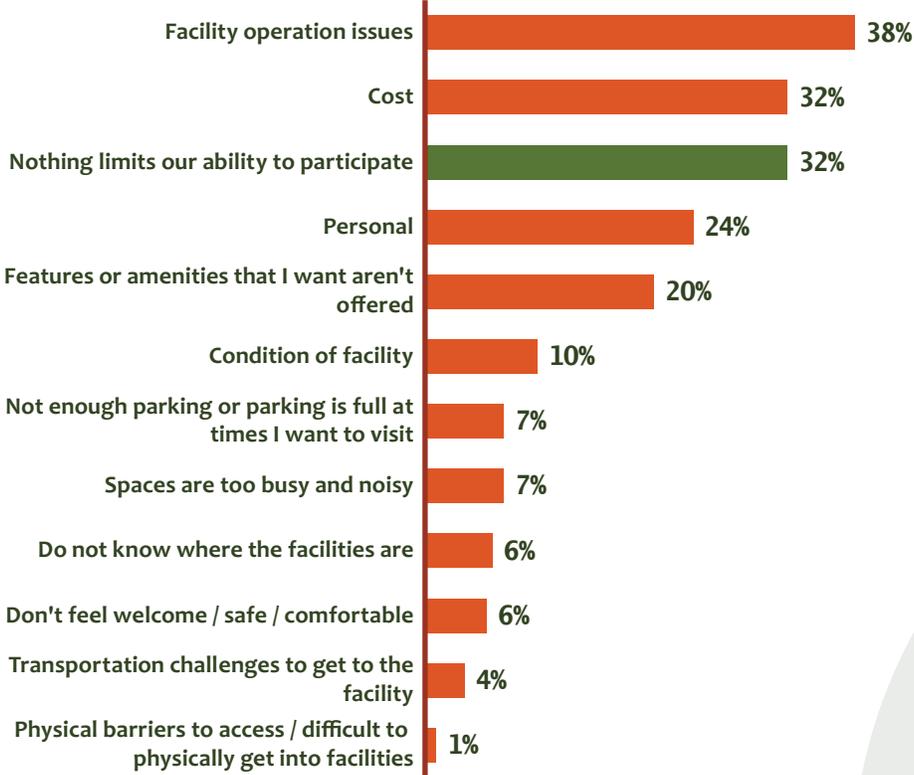


Respondents were able to identify any other programs they think are needed in the Westlock County region. A variety of responses were provided including the following:

- Programs are needed for all age groups including young children through to seniors. Family activities were also identified. Some specific ideas include:
 - > Tai chi and yoga for seniors.
 - > Dance, gymnastics, basketball, and baseball for children and youth.
 - > Baseball and drop in, unstructured activities for teens / youth.
- A need for arts and music programming was mentioned.
- Other mentions included: “intro to...” programs, childcare to enable parents’ participation, crafts, and baseball / softball for all.

Facility operation issues (e.g. hours of operation, facility is crowded, activity and program schedules don't work, lack of rental time, programs aren't offered or are full) was the most cited (38%) barrier to participation. Cost was identified by approximately one third (32%) of respondents. An equal proportion (32%) said nothing limits their participation. See Graph 9.

Graph 9 - Barriers to Participation in Recreation Opportunities

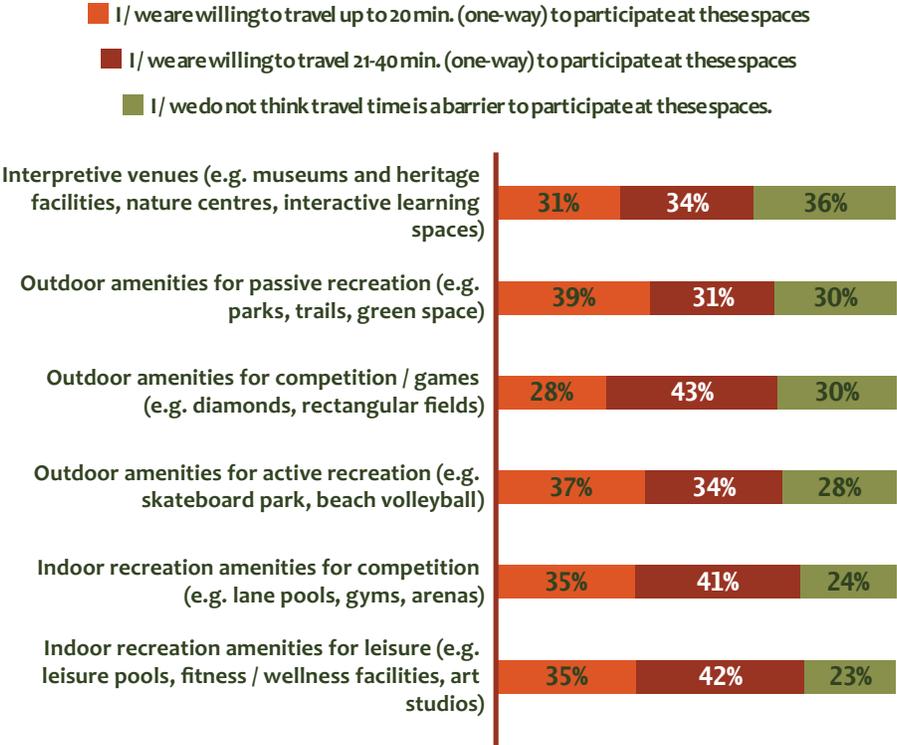


Subsegment Analysis

- Households without children are more likely to say:
 - > “nothing limits our ability to participate” than households with children – 45% vs 29%.
 - > “personal issues are barriers” – 35% vs 19%.
- Households with children are more likely to say that “features or amenities I want aren't offered” is a barrier compared to households without children – 22% vs 10%.

When asked about travel time to access different recreation services, almost three quarters (73%) indicated that they would be willing to travel 21-40 minutes one-way to access outdoor amenities for competition / games (43% said they would be willing to travel 21-40 minutes one-way and another 30% said travel time is not a barrier). Generally, respondents expressed less affinity to travel to outdoor amenities for passive recreation than for the other recreation services as shown in Graph 10.

Graph 10 - Willingness to Travel



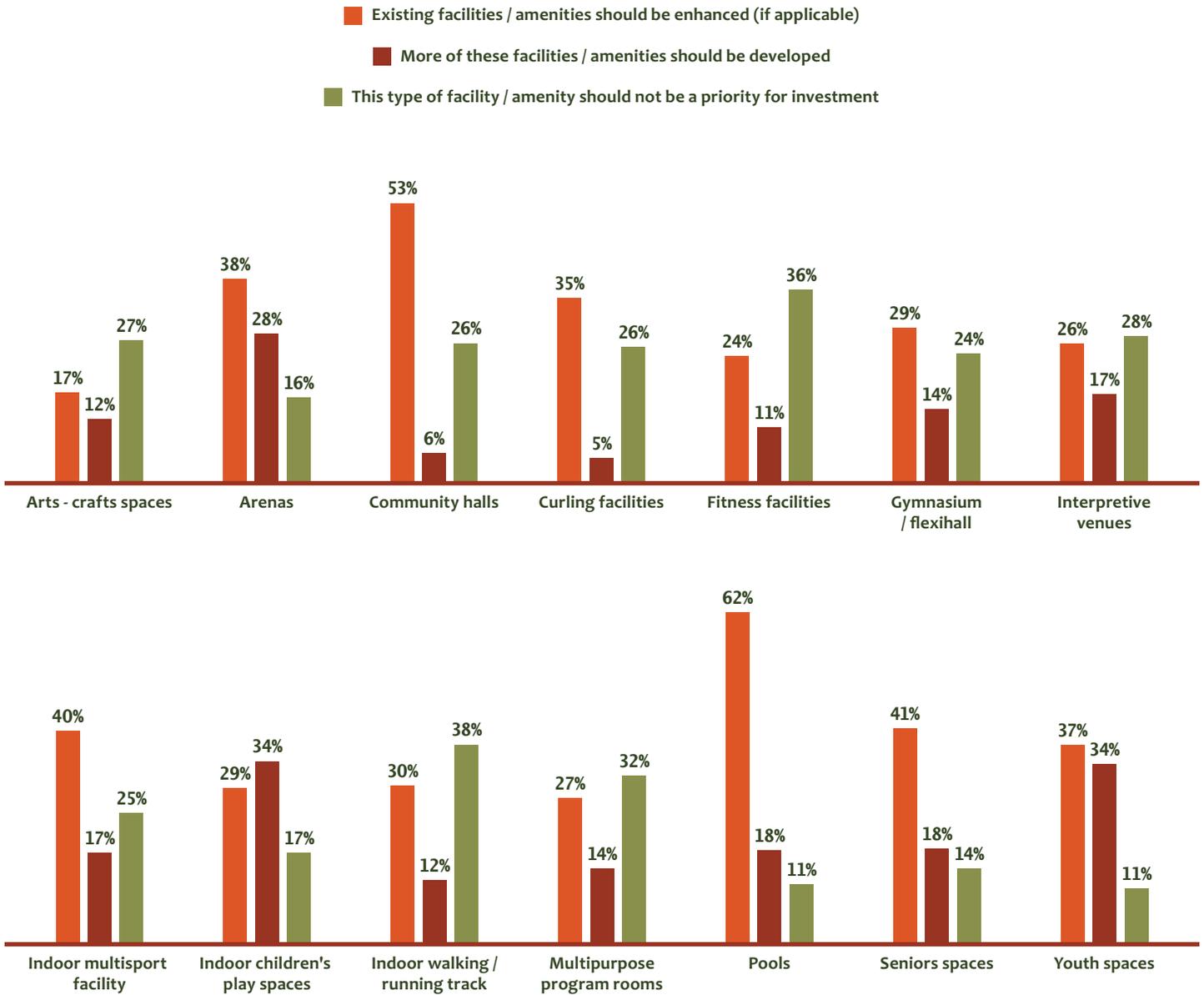
Subsegment Analysis

- Households without children are more likely to say travel time is not a barrier for the following recreation services:
 - Indoor amenities for leisure – 34% vs 19%.
 - Indoor recreation amenities for competition – 34% vs 20%.
 - Outdoor amenities for passive recreation – 40% vs 29%.
 - Outdoor amenities for active recreation – 54% vs 21%.
 - Outdoor amenities for competition / games – 45% vs 25%.



Given a list of indoor and outdoor facilities and amenities, respondents were asked if existing ones should be enhanced, if more should be developed (they could select both), or if investment should not be a priority. Considering **indoor facilities and amenities**, 62% said pools and 53% said community halls should be enhanced. About one third (34%) said indoor children’s play spaces and youth spaces should be developed. Indoor walking / running track (38%) and fitness facilities (36%) were identified by the largest proportion as amenities that should not be a priority for investment.

Graph 11 - Future Facility Investment - INDOOR



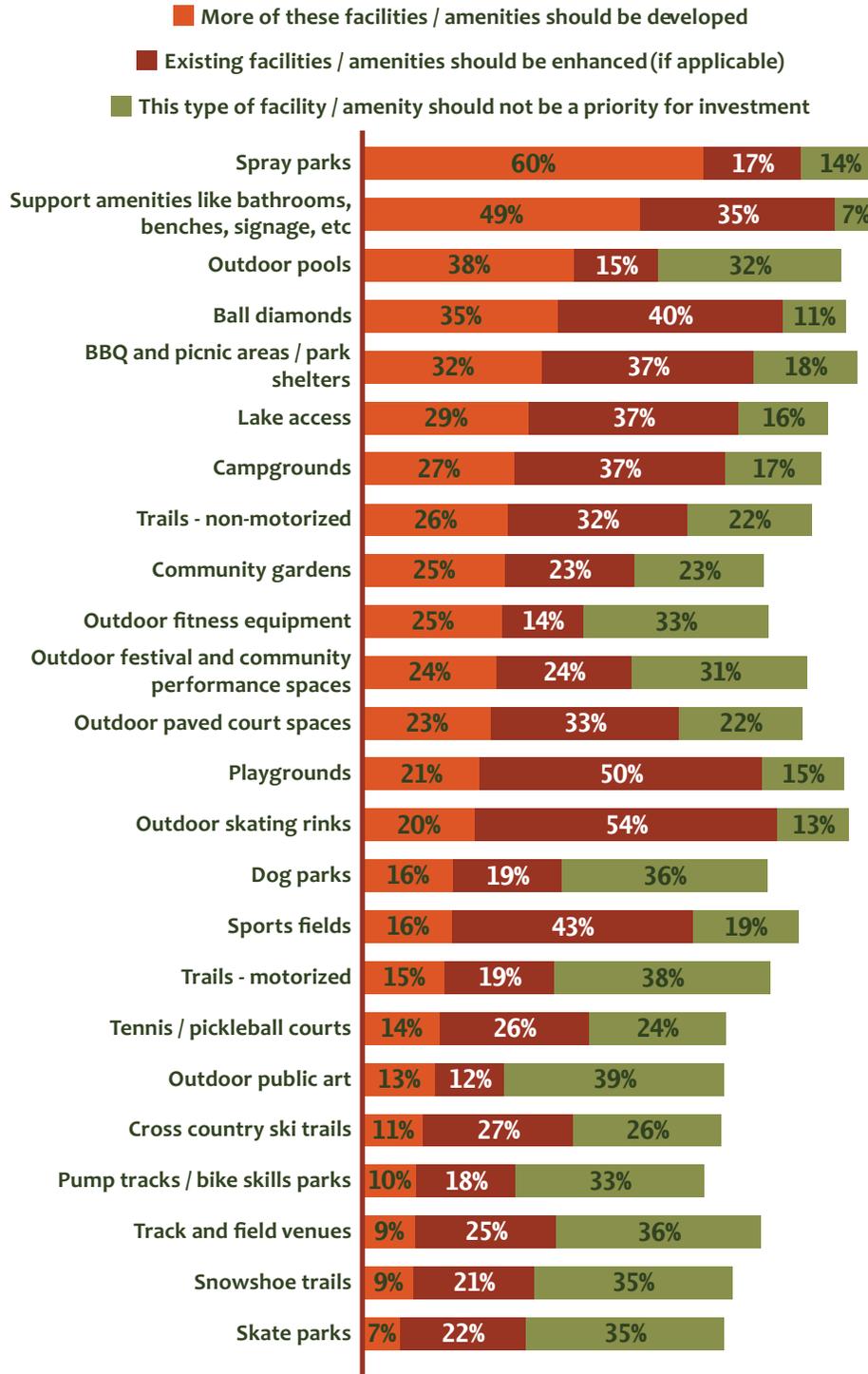
Subsegment Analysis

- Households without children are more likely to say the following existing facilities should be enhanced compared to households with children:
 - > Arts and crafts creative spaces – 28% vs 14%.
 - > Community halls and social gathering spaces – 71% vs 50%.
 - > Fitness facilities – 41% vs 21%.
 - > Gymnasium / flexihall – 44% vs 29%.
 - > Indoor walking / running track – 41% vs 27%.
 - > Multipurpose program rooms – 43% vs 23%.
 - > Seniors space – 54% vs 36%.
- Households with children are more likely to say that there should be more arenas compared to households without children - 33% vs 10%.
- Households with children are more likely to say that these facilities should not be a priority investment compared to households without children:
 - > Fitness facilities – 41% vs 19%.
 - > Indoor walking / running track – 41% vs 24%.
 - > Multipurpose program rooms – 36% vs 12%.



Considering **outdoor facilities and amenities**, outdoor skating rinks (54%) and playgrounds (50%) were the most mentioned ones for need of enhancement. Over half (60%) of respondents said spray parks should be developed. Over one third of respondents said that motorized trails (38%) and dog parks (36%) are not priorities for investment. See Graph 12 for more information.

Graph 12 - Future Facility Investment OUTDOOR



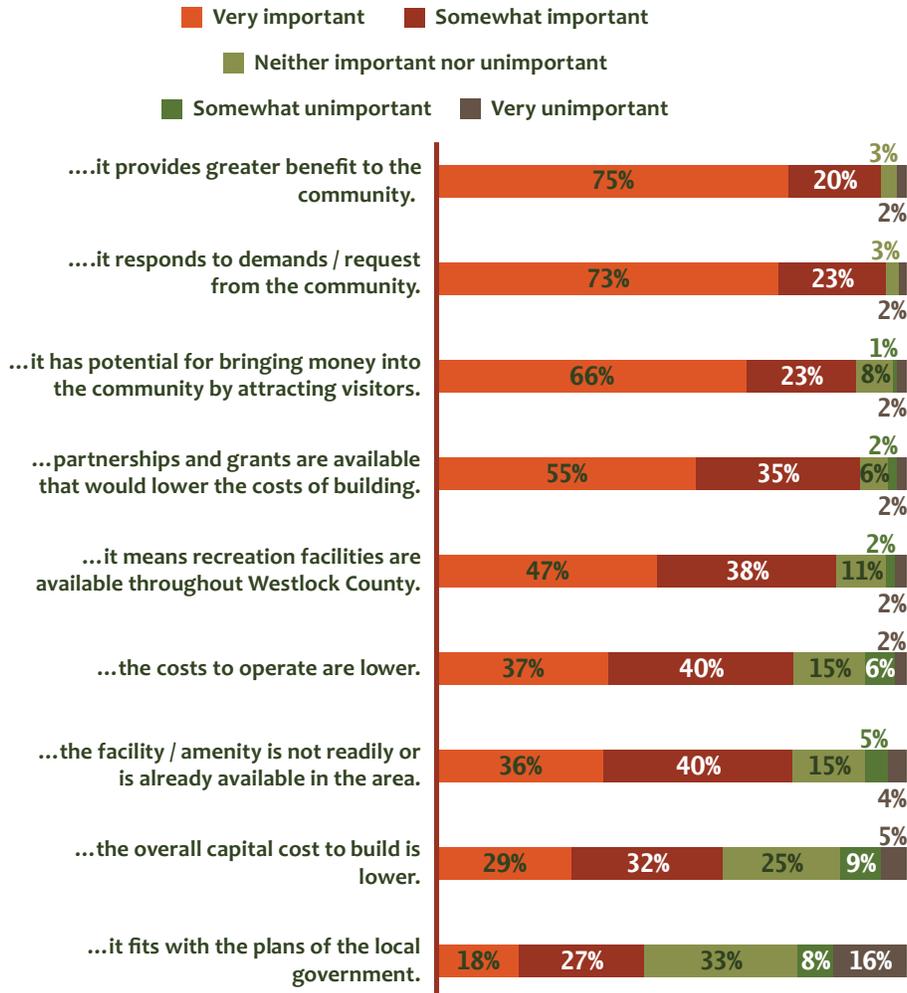
Subsegment Analysis

- Households without children are more likely to say the following existing facilities should be enhanced compared to households with children:
 - > BBQ and picnic areas / park shelters - 50% vs 34%.
 - > Skate parks – 42% vs 15%.
 - > Snowshoe trails – 38% vs 18%.
 - > Support amenities – 53% vs 26%
 - > Trails – motorized – 35% vs 15%.
 - > Trails – non-motorized – 49% vs 28%.
- Households with children are more likely to say that more of the following facilities should be developed compared to households without children:
 - > Ball diamonds – 43% vs 17%.
 - > Outdoor pools – 41% vs 21%.
 - > Spray parks – 67% vs 44%.
 - > Support amenities – 56% vs 36%.
- Households without children are more likely to say more community gardens should be developed compared to households with children – 41% vs 21%.
- Households with children are more likely to say that these facilities should not be a priority investment compared to households without children:
 - > Pump tracks / bike skills parks – 36% vs 21%.
 - > Skate parks – 38% vs 21%.
 - > Trails – motorized – 41% vs 28%.
 - > Trails – non-motorized – 26% vs 9%.



Due to resource limitations, some recreation and parks facilities and amenities have to be prioritized over others. Given a series of criteria, respondents were asked to indicate the importance of each criteria when prioritizing one project over another. As illustrated in Graph 13, three quarters (75%) of respondents said the benefit to the community delivered by a project is a very important criterion. In similar proportions, 73% said responding to demands / requests from the community is very important.

Graph 13 - Importance of Criteria When Prioritizing Recreation Projects



Subsegment Analysis

- Households with children are more likely to say that the criteria “... it responds to demands / requests from the community” is very important compared to households without children – 79% vs 57%.
- Households without children are more likely to say that the criteria “... the overall capital cost to build is lower” is very important compared to households with children – 41% vs 24%.

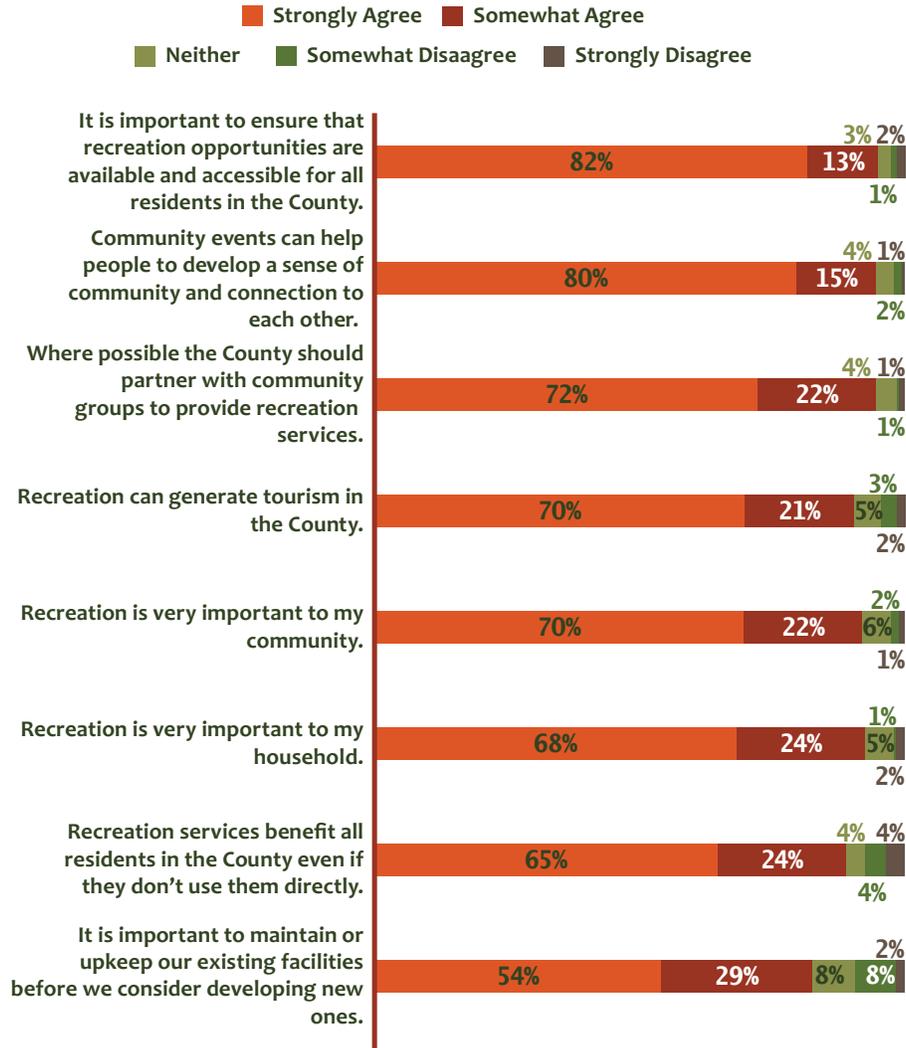
Respondents were able to suggest other criteria that Westlock County could use when prioritizing multiple recreation projects. Some respondents reiterated those included in the question but other suggestions included elevating projects that:

- Were focussed on young families;
- Appealed to youth;
- Would keep people in their community without requiring them to go elsewhere;
- Supported those activities with very high participation rates; and
- Addressed capacity issues at existing facilities.

2.1.3 Values and Considerations

Given a list of value statements about recreation and facility provision, respondents were asked to indicate their level of agreement for each. While over three quarters strongly or somewhat agreed with each statement, over three quarters of respondents strongly agreed that, “It is important to ensure that recreation opportunities are available and accessible for all residents in the County,” (82%) and that, “Community events can help people to develop a sense of community and connection with each other.” (80%). Refer to Graph 14 for more information.

Graph 14 - Values & Considerations



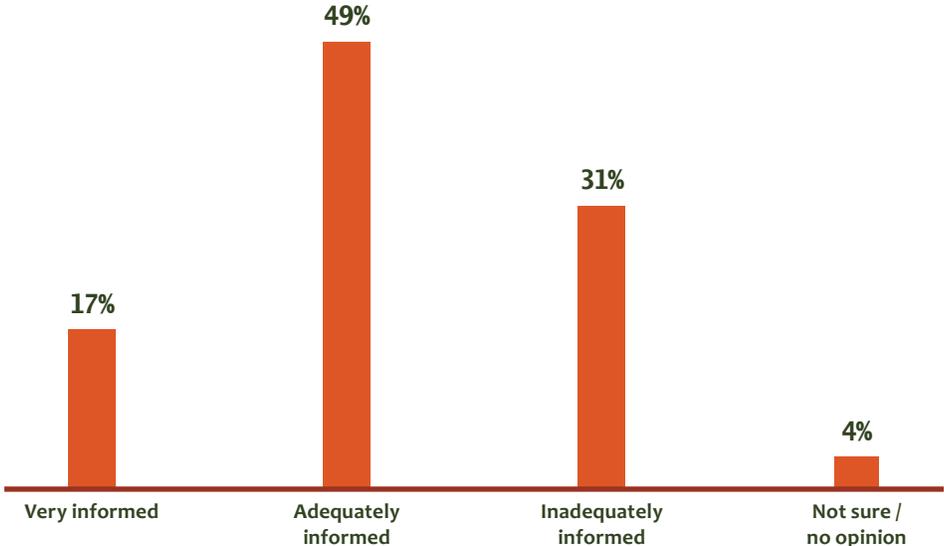
Subsegment Analysis

- Households with children are more likely to strongly agree with the following statements compared to households without children:
 - > Recreation is very important to my household – 78% vs 45%.
 - > Recreation is very important to my community – 76% vs 57%.
- Households without children are more likely to strongly agree that, “It is important to maintain or upkeep our existing facilities before we consider developing new ones, compared to households with children – 62% vs 48%.

2.1.4 Communications

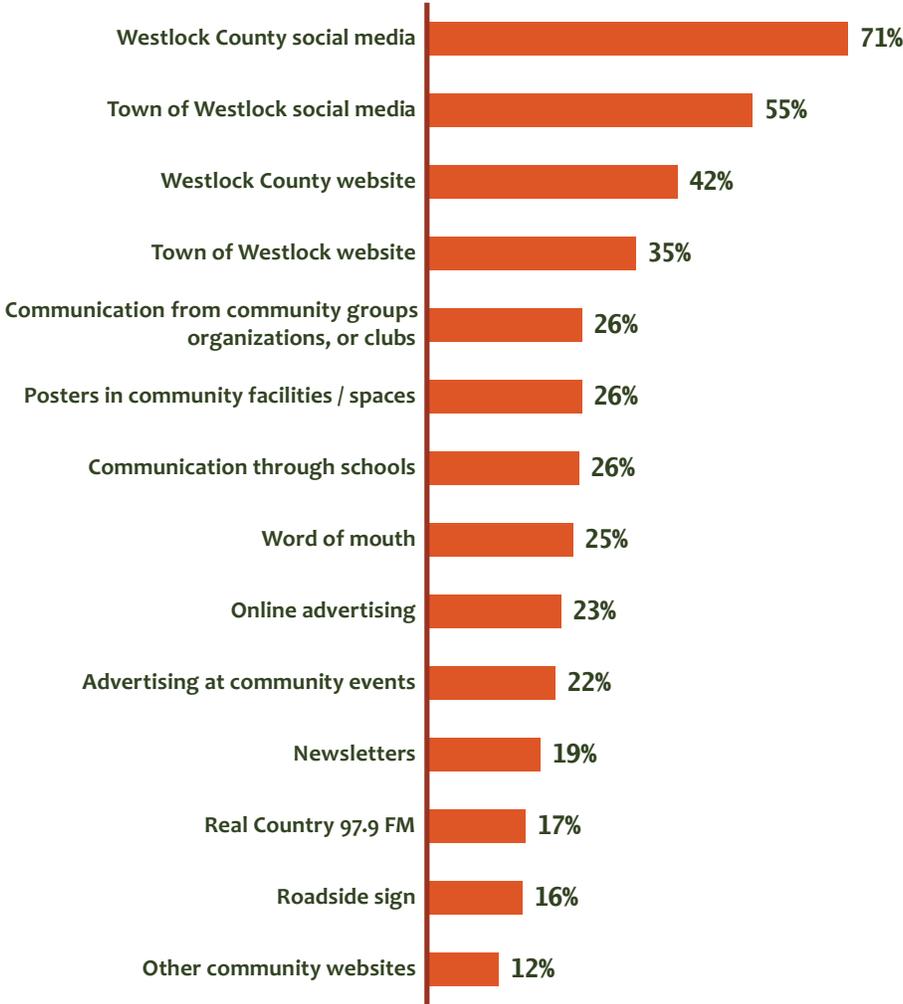
About two thirds (66%) of respondents feel very or adequately informed about recreation opportunities in the Westlock County region. Approximately one third (31%) feel inadequately informed.

Graph 15 - How Informed To You Feel About Recreation Opportunities?



Westlock County’s social media channels was identified as a top 5 preference to learn about recreation opportunities as 71% of respondents identified it. The Town of Westlock’s social media is a top five preference for 55% of respondents as shown in Graph 16. The two social media channels were identified as top preferences by those respondents who said they are inadequately informed.

Graph 16 - Preferred Channels to Learn About Recreation Opportunities



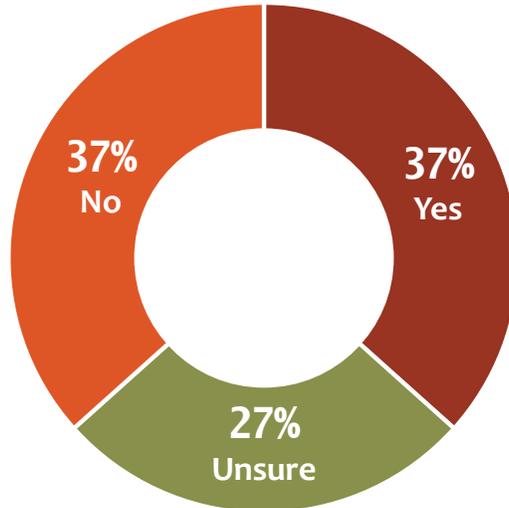
Subsegment Analysis

- Households without children are more likely to indicate the Westlock County website is a preferred communication channel than households with children – 61% vs 39%.
- Households with children are more likely to indicate the Town of Westlock social media is a preferred communication channel than households without children – 62% vs 43%.

2.1.5 Willingness to Pay

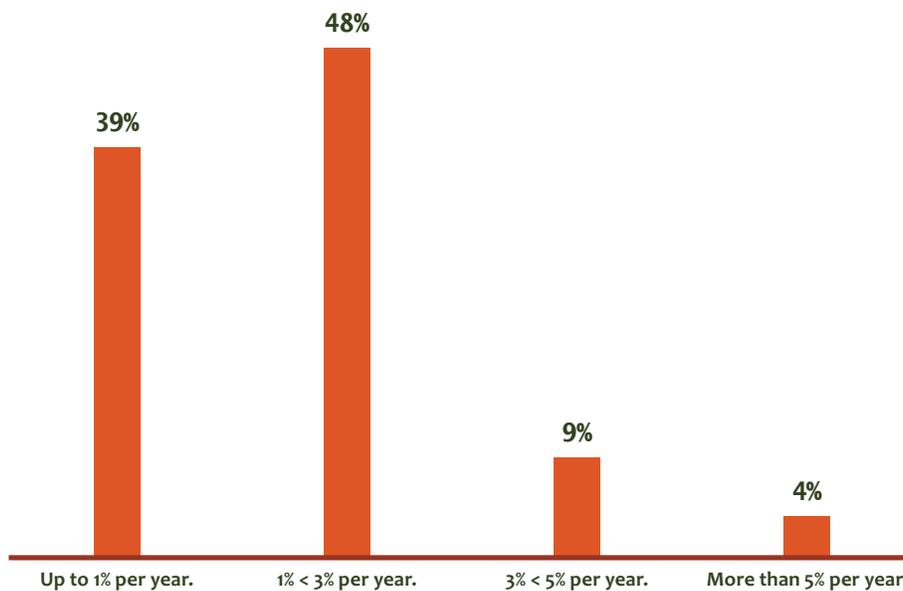
The County's investment in recreation is paid for by a combination of tax support (including property taxes), partner contributions, and fees paid by users. About one third (37%) of respondents said they would support an increase in property taxes for enhancements of existing and / or new recreation facilities, programs, and services to ensure that community needs for recreation services for Westlock County residents are better met. The identical proportion would not support a tax increase.

Graph 17 - Would You Support an Increase in Property Taxes for Enhancements to Existing or New Services?



Respondents who said they would support an increase in taxes and those unsure were next asked how much of an increase they would be willing to pay. As illustrated in Graph 18, almost two thirds (61%) would be willing to pay at least one percent more in property taxes.

Graph 18 - Amount of Tax Increase Willing to Pay Annually
(subset: those who said they would support an increase and those unsure)



2.1.6 Other Comments

To end the survey, respondents were able to provide comments about the provision of recreation in Westlock County. The most commonly mentioned points are noted below.

- Taxes are high in Westlock County already and should not be raised.
 - > A greater emphasis on “user pay” is needed.
- There is a need for different facilities and amenities including:
 - > Ball diamonds (for all ages).
 - > Support amenities at outdoor facilities including: bathrooms, change rooms, and dugouts.
- Recreation opportunities are needed to attract and retain families and young people.
- The County should work with the Town to provide recreation opportunities. This leverages resources and recognizes the hub that already exists.
- Recreation is an important service and there is a need for additional opportunities.
- Recreation in the rural areas across the County is important. People should not always have to travel to participate.
- There should be no investment in new facilities, rather resources should be used to maintain what already exists.
 - > Maintenance on the existing outdoor facilities and amenities is needed. Some appear neglected.



2.1.7 Household Profile

Respondents were asked several questions about their household. Percentages in parenthesis are representative of the 2021 census. The responses are presented in the following table.

| Are you a resident of Westlock County | |
|--|-----------|
| Yes | 89% |
| No | 11% |
| In which Division of Westlock County do you live? | |
| Division 1 | 13% |
| Division 2 | 22% |
| Division 3 | 9% |
| Division 4 | 21% |
| Division 5 | 12% |
| Division 6 | 13% |
| Division 7 | 9% |
| How long have you lived in Westlock County? | |
| Less than one year | 1% |
| 1-5 years | 13% |
| 6-10 years | 12% |
| More than 10 years | 74% |
| Do you own or rent your home? | |
| Own | 95% |
| Rent | 5% |
| Age Distribution of Households (Figures in brackets are from 2021 Census) | |
| 0-4 years | 8% (6%) |
| 5-9 years | 13% (6%) |
| 10-14 years | 13% (6%) |
| 15-19 years | 7% (7%) |
| 20-29 years | 6% (8%) |
| 30-39 years | 18% (12%) |
| 40-49 years | 15% (11%) |
| 50-59 years | 9% (15%) |
| 60-69 years | 7% (15%) |
| 70-79 years | 3% (10%) |
| 80 years and older | <1% (3%) |

| What best describes your household composition? | |
|--|-----|
| Couple with children | 64% |
| Couple without children | 19% |
| Lone parent family | 5% |
| One person household | 1% |
| Multigenerational household (at least 3 generations) | 4% |
| Two or more adults not a couple (e.g. roommates, siblings living together) | 1% |
| Prefer not to answer | 7% |
| What best describes the employment status of adults in the household? | |
| Employed or self-employed full time | 86% |
| Employed or self-employed part time | 12% |
| Fully retired | 11% |
| Managing a home (i.e. homemaker) | 13% |
| Not employed or unable to work | 5% |
| Seasonal | 2% |

2.2 Community Group / Operator Survey

A survey was fielded with organizations that deliver recreation services to residents and visitors to Westlock County. Using a list developed by Westlock County, invitations were extended to group representatives to participate in the survey. The list was varied and included both for-profit and not-for-profit organizations some of whom own and / or operate their own space as well as those who rent or lease space.

The survey gathered responses from July 24, 2024 through to September 10, 2024. In total thirty-two (32) responses were collected. These findings are not representative of all organizations delivering or facilitating the provision of recreation services in Westlock County. They do, however, provide insight into the perspectives of the respondents.

The findings are presented below in the order the questions were asked in the questionnaire. For greater clarity, findings are presented in raw numbers and not percentages. Additionally, it is important to note that not all respondents answered all questions. Unless otherwise stated, the responses represent all respondents. Segmentation of respondents was undertaken and is presented where substantial differences occur. One segment included organizations who own or operate a facility or space; the other segment is comprised of organizations that use space owned or operated by others.

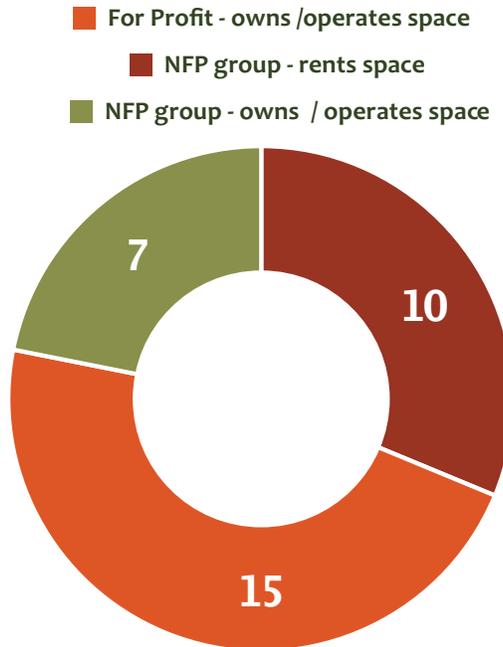


2.2.1 About the Groups

The survey began by gathering information about the organizations. Survey respondents represent a variety of organizations, facility users, and operators, ranging from minor sport groups to campground operators to community leagues and others who provide a diverse range of activities and opportunities to Westlock County residents. Refer to Appendix C for the complete list of respondent organizations.

As illustrated in in Graph 19, approximately two thirds (22 out of 32) of respondents are organizations that own or operate a facility or space, while the remaining one third (10 out of 32) do not own nor operate a facility or space.

Graph 19 - Type of Organization and Access to Space



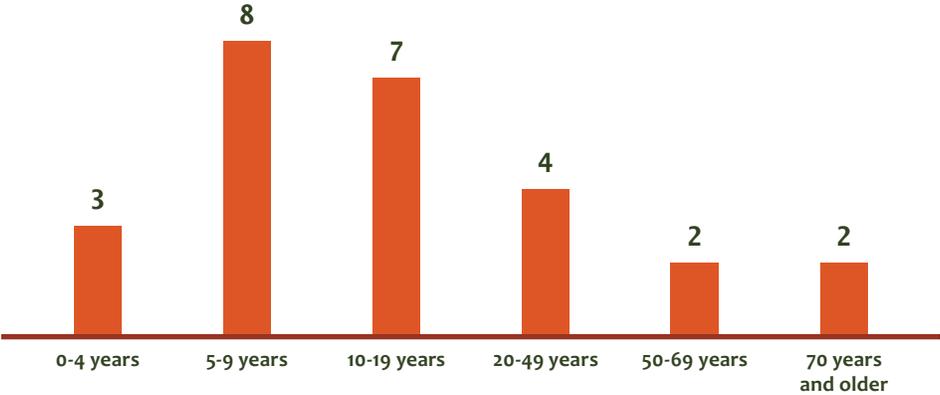
When asked to identify where in the Westlock region they provide services or where their facility is located, over one quarter of respondents (9 of 32) said they use space or are located in the Town of Westlock.

Of those organizations who **do not have their own space**, almost all (8 of 10) typically provide their main program during a particular season of the year. While there may be some activity at other times of the year, the core programming is seasonal.

The majority of groups, without their own space, provide programs to children and youth while some do provide programming to adults. Refer to Graph 20.

Graph 20 - Primary Age of Participants

(Subset: those who do not own operate facilities)



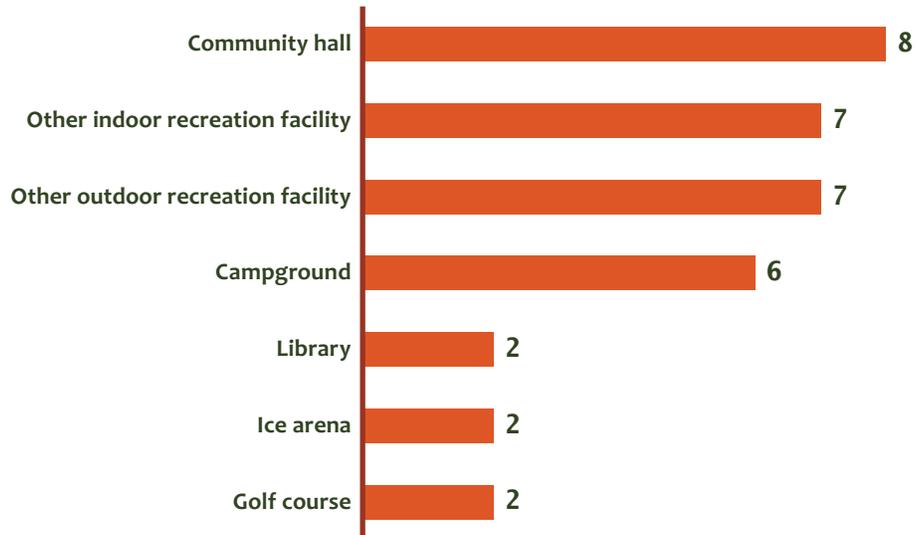
When it comes to the size of the participant pool, six of the ten have participant pools over 100, with four of the ten having participant figures above 200. Half of the ten groups said they are experiencing a growth in their participation levels while the other half said participation levels are stable.

2.2.2 About Your Facility

The following questions were posed to those respondents **who own or operate their own facility or space**.

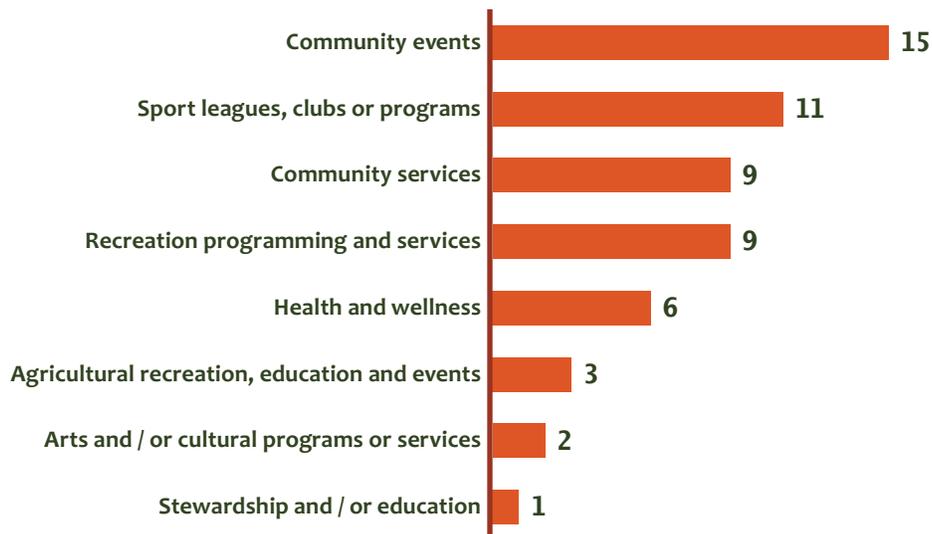
When asked to describe the facilities they own or operate, eight would best describe their facility as a community hall and six said they operate a campground. Refer to Graph 21 for additional responses.

Graph 21 - What Best Describes Your Community Facility?



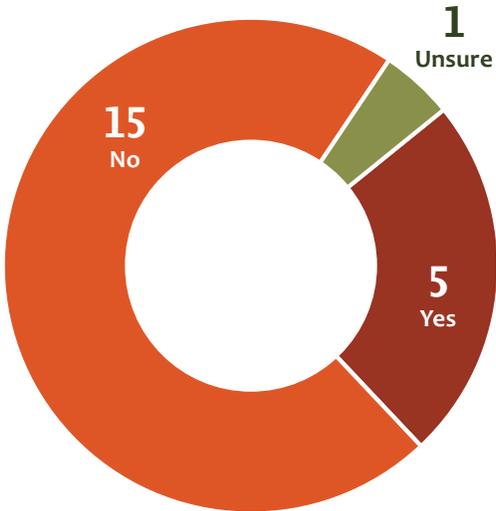
When asked about the types of activities or services delivered at their facilities, community events were the largest use (15 of the 20 respondents). Providing space for sport leagues, clubs or programs was a service offered by 11 respondents. (Graph 22)

Graph 22 - Activities and or Services Delivered in Your Facility



Approximately one quarter of respondents (5 of 21 respondents) said they do receive some facility operations support from Westlock County. Four of the five stated that they get funding support related to operations. One respondent also stated that some capital funding grants have been provided as well as assistance with the promotion of events.

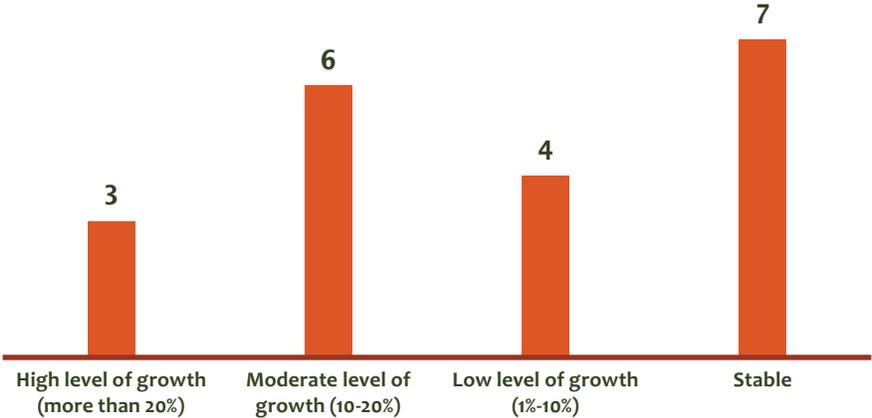
Graph 23 - Does Your Organization Receive County Support for Facility Operations?



Regarding utilization, of the fourteen groups who responded all but three host recreation and sport programs and leagues. In general, those who do host programs and leagues have sizeable volumes and utilization through this activity. The majority of respondents do host community special events at their facilities and, typically, they are fewer than six. Only two of the respondents said they host more than a few community education or social services events. Of these two, one hosts more than ten while the other hosts a couple hundred. Finally, respondents were asked about private facility bookings. Aside from recreation and sport programs, this is the type of use that generated the most facility use. Six of the nineteen respondents identified hosting at least twenty rentals.

When asked to anticipate growth in facility utilization over the next five years, almost half (9 out of 20) said they expect at least 10% growth. As shown in Graph 24, a similar amount (7 of 20) said they expect utilization to remain stable.

Graph 24 - Expected Growth in Facility Utilization

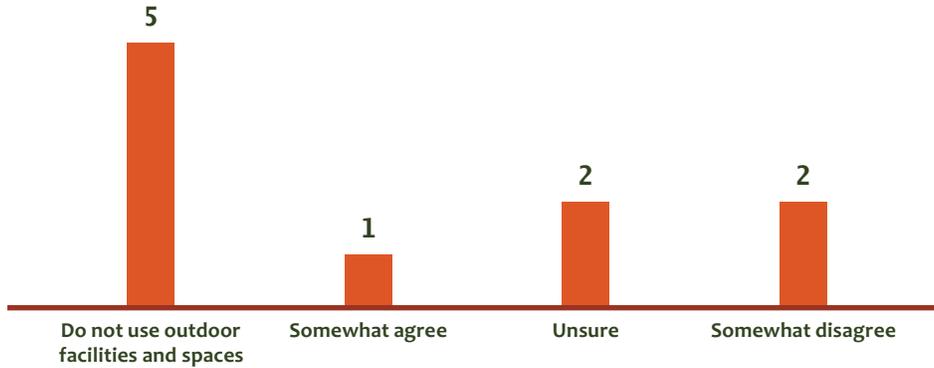


2.2.3 Current Facilities and Spaces

The questions in this section were posed to those respondents **who do not own nor operate a facility or space**.

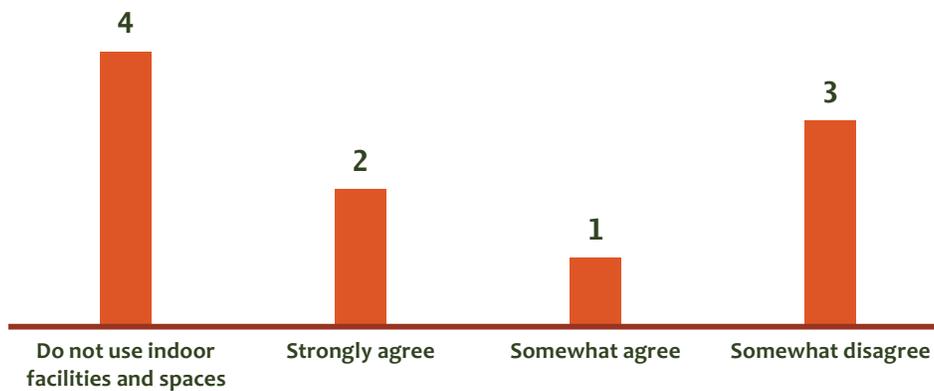
When asked to indicate the extent to which they agree with the statement that, “The current **outdoor facilities and spaces** in the Westlock County region meet the needs of their organizations”, respondents were somewhat split in their responses. While five said they do not use outdoor facilities and spaces, two did express some level of disagreement. See Graph 25.

Graph 25 - Agreement that Current OUTDOOR Facilities Spaces in the Region Meet Their Needs



Considering **indoor facilities and spaces**, over half of respondents that use indoor spaces expressed agreement that they meet their needs while half disagreed (as shown in Graph 26).

Graph 26 - Agreement that Current INDOOR Facilities Spaces in the Region Meet Their Needs

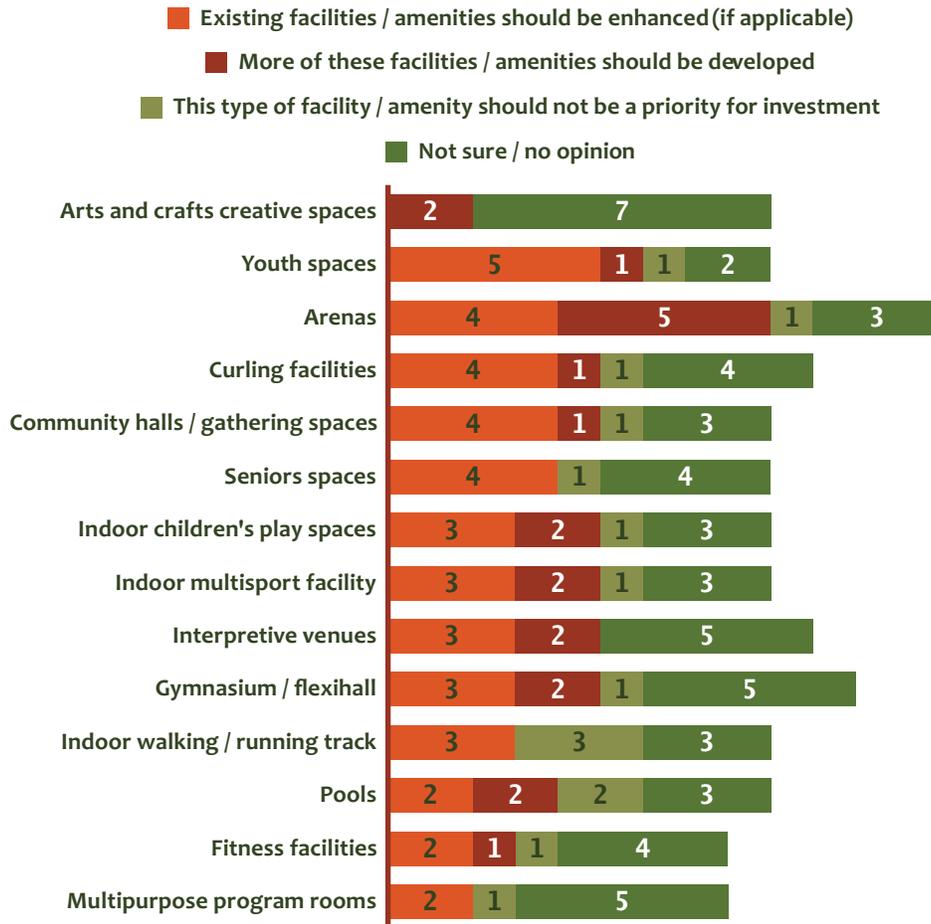


Respondents were given a list of indoor and outdoor facilities and amenities and asked to indicate for each:

- Whether existing facilities / amenities should be enhanced;
- Whether more should be developed; and
- Whether it should be a priority for investment.

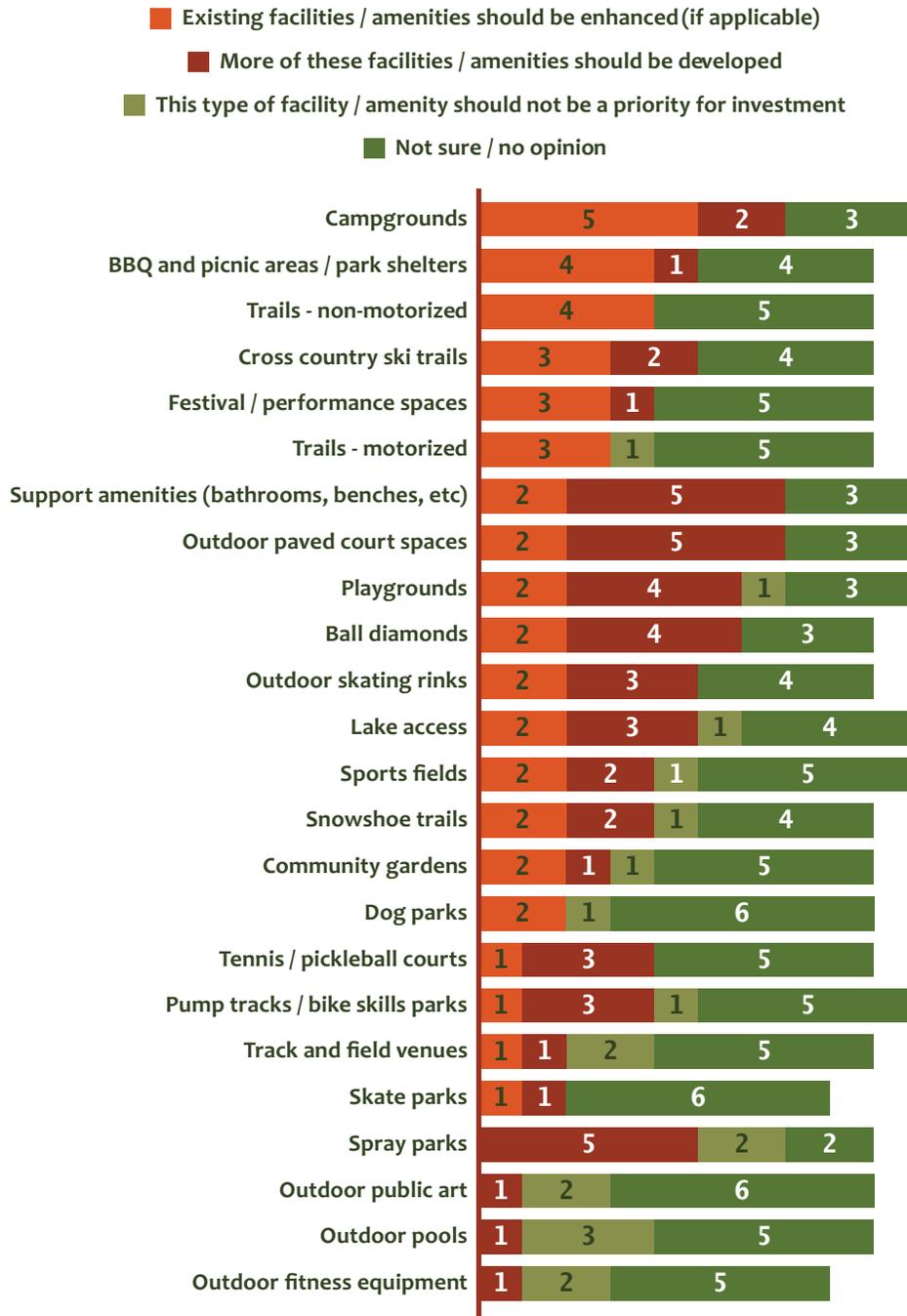
As illustrated in Graph 27, the **indoor spaces** that were identified most frequently as in need of enhancement included youth spaces, arenas, curling facilities, community halls / gathering spaces, and seniors space. In terms of more of these spaces needing development, arenas topped that list.

Graph 27 - INDOOR Facilities - Future Investment



As illustrated in Graph 28, the **outdoor** spaces that were identified most frequently as in need of enhancement included campgrounds, BBQ and picnic areas, and nonmotorized trails. In terms of more of these spaces needing development, spray parks, outdoor paved court spaces, and support amenities like bathrooms, benches, signage topped the list.

Graph 28 - OUTDOOR Facilities - Future Investment

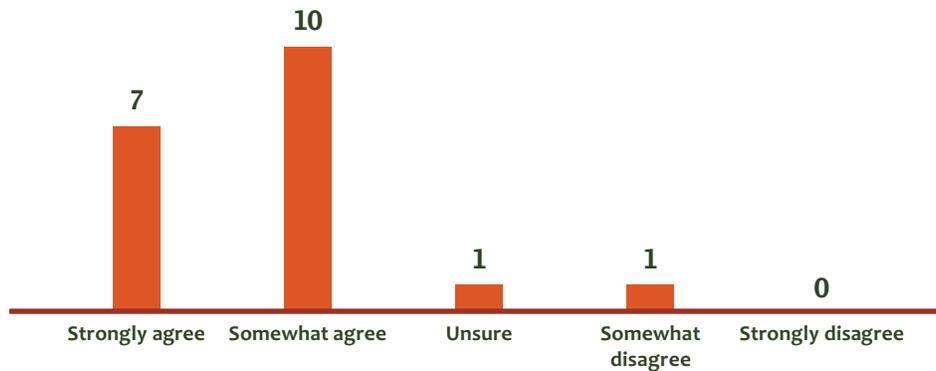


2.2.4 Current Facility Observations and Trends

The questions asked in this section were posed to those respondents **who own or operate facilities**.

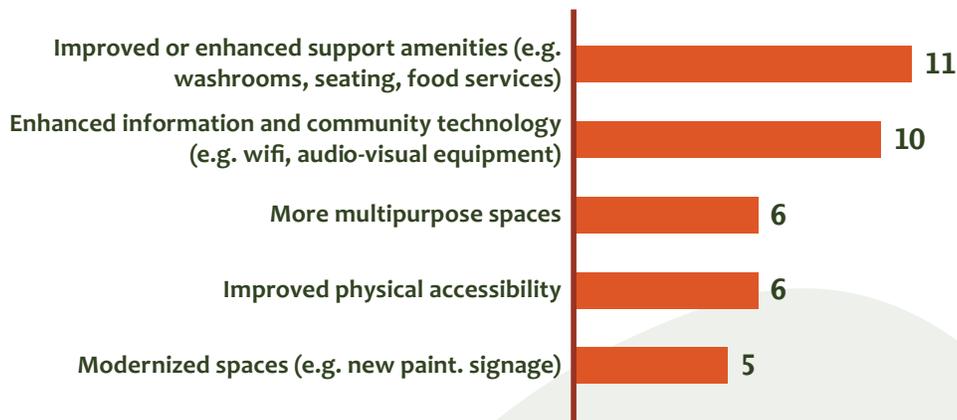
Seventeen of nineteen respondents agreed (7 strongly agree, 10 somewhat agree) that the current facilities and spaces meet the needs of community members and user groups in the Westlock region. One respondent disagreed as illustrated in Graph 29.

Graph 29 - Level of Agreement That Current Facilities Meet the Needs of the Community in the Westlock Region



Enhanced support amenities and enhanced technology were the two most frequently cited facility improvements that respondents identified as being of most benefit to community members and groups who use respondents' facilities. Refer to Graph 30 for other improvements.

Graph 30 - Facility Improvements That Would Most Benefit Your Facility Users



Respondents have observed several trends in facility utilization over the past 5-10 years. The most commonly cited trend is an increase in social visits to their facilities. This refers to people looking to meet friends and socialize in common spaces. See Graph 31 for other trends observed.

Graph 31 - Trends Observed Over the Past 5-10 Years



2.2.5 Organizational Challenges

The questions in this section were posed to respondents who **do not own nor operate a facility**.

When asked about operational challenges they are facing, the most commonly cited ones included funding and keeping user costs low (5 respondents) and attracting and retaining volunteers (5 respondents). One respondent said they are not experiencing any operational challenges. See the graph below.

Graph 32 - Operational Challenges



2.3 Discussion Sessions

A series of discussion sessions was facilitated with a variety of organizations holding disparate perspectives on the provision of recreation to residents in the Westlock County region. Virtual meetings were convened from the end of September and into early October 2024. In total, fifteen organizations shared their thoughts through participation in online meetings. Organizations represented minor sport groups, community associations, tourism operators, and others. Refer to Appendix E for the list of organizations providing input.

The discussions ranged widely, however there were a number of points that arose across the meetings. The following points represent a synopsis of the meetings.

- **Recreation is important to people of Westlock County.** These services should be recognized as key elements of a high quality of life by Westlock County. Recreation services and opportunities are important to retain people, particularly young people and families. As well recreation opportunities can serve to attract people to the County.
- **There needs to be some recreation opportunities in the rural communities throughout Westlock County.** While it is understood that the Town of Westlock is a key and necessary hub for services, having a level of recreation opportunities is important in the rural areas. Residents outside the larger centres will have to travel for some programs and services; however, offering programming and some indoor facilities to accommodate some programming is important. These indoor spaces would facilitate active programming as well as social gathering.
- **There are numerous recreation opportunities that exist and these should be recognized by the County and supported.** From the ski hill to the museum to community halls to campgrounds and greenspaces, there are several recreation opportunities available to Westlock County residents. The County needs to recognize the value of these existing opportunities and provide some support to them. While some measure of financial support is desirable, other types of support may include communications and promotions of the opportunities or assistance with volunteer challenges.
- **Tourism in Westlock County should be encouraged.** Tourism can be fostered through recreation opportunities. People will travel for different community events or for unique opportunities. These tourists bring dollars into the community. Tourism also helps showcase Westlock County to people other than residents (even on a subregional basis). This may result in longer term benefits in terms of investment, relocation, or further tourism.
- **The Town of Westlock and Westlock County need to work together in the provision of recreation.** While this does occur, it needs to continue. Services that are delivered in the Town are accessible to County residents as well. Because of a financial commitment it only makes sense that the two municipalities work together on the provision of these services. For financial viability, some opportunities require volumes of participation that can only come from larger population sizes. Having these opportunities in a centre with greater population density is beneficial to the sustainability of many services. Recreation provision should take a more regional approach.
- **County assistance with the marketing and promotion of recreation would be beneficial.** Due to costs, available expertise, and consumer reach, many community groups and initiatives struggle with promotion of their opportunities. Getting some assistance from the County in promoting the available services would be valuable to groups. From the public's point of view, having a more centralized source of information about services and opportunities (like Westlock County) would help inform them of everything that is available.
- **Collaboration between organizations and County is desired.** There may be a role for Westlock County to bring different community organizations together. These groups could learn from each other about a variety of issues including volunteer recruitment and retention, programming ideas, promotions, and timing of events. This collaboration could result in less competition between groups and a leveraging of resources. A stronger relationship with the County would help the groups understand the limitations within which the County is working; it would also benefit the County in understanding the challenges groups are facing. This knowledge in turn may be useful as the County connects other organizations you may have navigated a particular challenge successfully.

3.0 Conclusions

There are some key takeaways from the different engagement tactics. From the two surveys (household and group) and the community meetings, the main points are noted below.

Household Survey

- Considering outdoor facilities and amenities, over half of respondents use outdoor spaces at community halls like ball diamonds, rinks, playgrounds (79%), Tawatinaw Valley Ski Hill (68%), Long Island Lake Municipal Campground (63%), and non-motorized trails (51%).
- Considering indoor facilities and amenities, over half of respondents use Westlock & District Community Hall (76%), Westlock Aquatic Centre pool (75%), Westlock Rotary Spirit Centre arena (67%), Westlock Rotary Spirit Centre walking track (64%), and Westlock Rotary Spirit Centre fieldhouse (63%).
- Approximately two thirds are satisfied with:
 - > Access to bodies of water such as area lakes (62%).
 - > The availability of organized sports programs and opportunities (61%).
- Top barriers impacting participation are facility operating issues (38%) and cost (32%).
- Indoor spaces that need enhancement are pools and community halls.
- Indoor spaces that are in need of additional development are indoor children’s play spaces and youth spaces.
- Outdoor spaces that need enhancement are skating rinks and playgrounds.
- Outdoor spaces that are in need of additional development are spray parks.
- Over three quarters strongly agree that:
 - > It is important to ensure recreation opportunities are available and accessible for all residents of the County (82%).
 - > Community events can help people to develop a sense of community and connection to each other (80%).
- Two thirds (66%) say there are adequately or very informed about recreation opportunities.
 - > About three quarters (71%) identified the Westlock County social media as a preferred communication channel.
- Approximately one third (37%) said they would support an increase in property taxes for enhancement of existing services or new services.

Group / Operator Survey

- About half (6 out of 10) of respondents say current outdoor and indoor facilities and spaces meet their needs.
- Indoor spaces that need enhancement include youth spaces, arenas, curling facilities, community halls / gathering spaces, and seniors space.
- Indoor spaces that are in need of additional development are arenas.
- Outdoor spaces that need enhancement include campgrounds, BBQ and picnic areas, nonmotorized trails.
- Outdoor spaces that are in need of additional development include spray parks, outdoor paved court spaces, and support amenities such as bathrooms, benches, and signage.

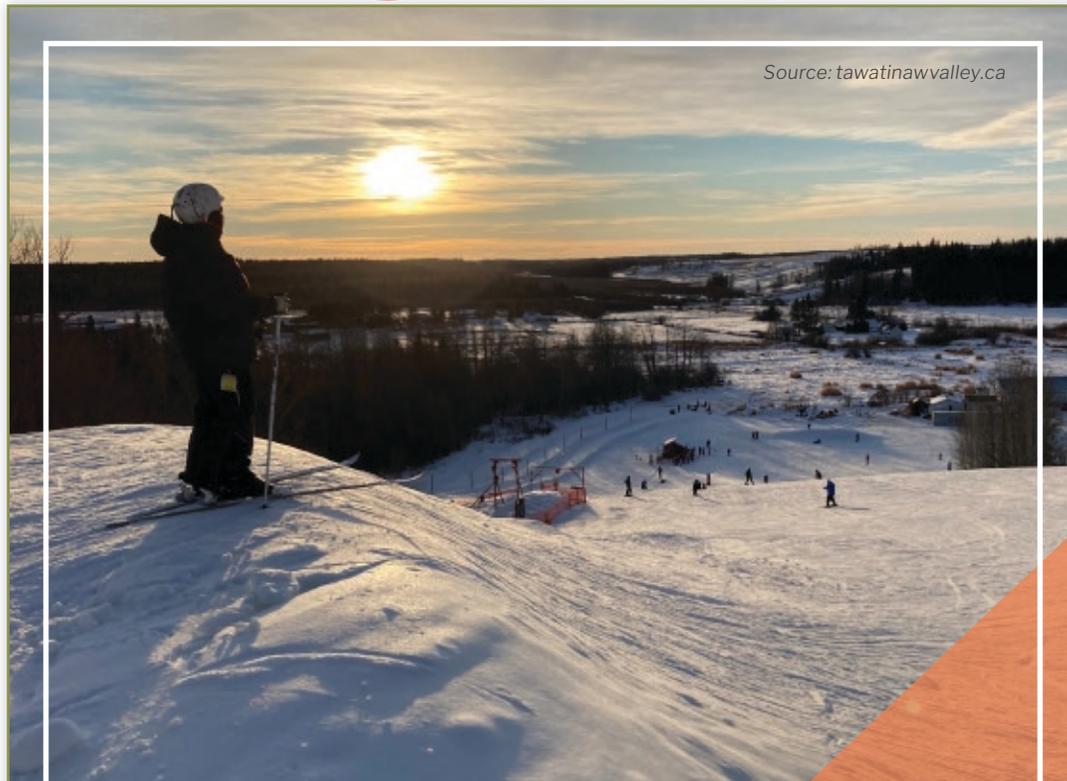
Discussion Sessions

- Recreation is important to people of Westlock County.
- There needs to be some recreation opportunities in the rural communities throughout Westlock County.
- There are numerous recreation opportunities that exist and these should be recognized by the County and supported.
- Tourism in Westlock County should be encouraged.
- The Town of Westlock and Westlock County need to work together in the provision of recreation.
- Collaboration between organizations and between the County is desired.



4.0 Appendices

Appendix A – Postcard



Source: tawatinawvalley.ca



Source: www.campendium.com

**What's your
vision for
recreation in
Westlock County?**

Your ideas can help us plan
the future of recreation.

Westlock County Recreation Needs Assessment





Household Survey

Westlock County is completing a Recreation Needs Assessment that will be used by the County to define a path forward for recreation, parks and community facilities.

We Want to Hear from You!

The input from you and others in your household is very important. Westlock County supports recreation to provide opportunities to its residents. Because of this we need to gather the opinions of residents.

How to Participate

1. Use the QR code to directly access the survey
2. Visit Westlock County's website (www.westlockcounty.com)
3. Call Westlock County to get a paper copy of the survey. (780.349.3346)

The deadline to provide your input is July 22nd, 2024 by 5 p.m. MDT.



Appendix B – Household Questionnaire

Westlock County

Recreation Needs Assessment and Facility Master Plan

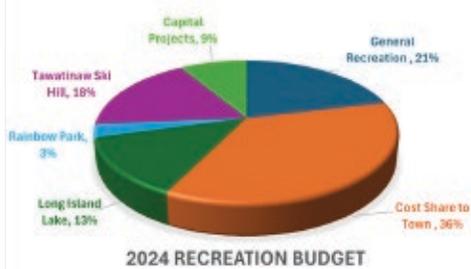
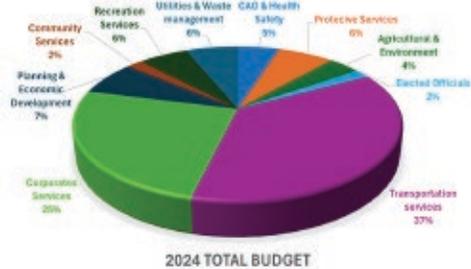


Westlock County recognizes that recreation opportunities and spaces are critical community assets and services that contribute to residents' quality of life and provide opportunities for residents to be connected to each other and their community. High quality recreation opportunities are fundamentally important to create a vibrant region. As such, Westlock County is undertaking the completion of a Recreation Needs Assessment.

Westlock County currently invests in recreation opportunities for its residents through the direct ownership of some assets like the Tawatinaw Valley Ski Hill, the Rainbow Trout Pond, and Long Island Lake Campground. The County also financially supports regional municipal partners and community associations that provide opportunities at recreation centres, community halls, and other outdoor spaces via cost sharing agreements and grant funding.

In 2024, the total budget for Westlock County was approximately \$22 million dollars. Of that amount, ~6% (\$1.3 million) was allocated to recreation. This included funding provided to municipal partners (e.g. Town of Westlock) as part of the recreation cost sharing agreement.

Approximately one-third (~\$460 k) of the recreation budget went to the Town of Westlock.



The Recreation Needs Assessment will help shape the future of recreation throughout the County. Importantly, this planning work will guide the strategic direction and priorities for recreational infrastructure investment and the delivery of recreation opportunities and services over the next 10+ years. Recreation activities are activities that people do to improve their physical, social, intellectual, creative and spiritual well being. They can be for fun or can be competitive and can include very active physical activities through to more leisure pursuits like reading or baking.

An important aspect to this planning is learning the opinions of **Westlock County residents**. Your thoughts and opinions are essential to this project. **Please answer the following questions considering the thoughts and needs of all members of your household.**

Please provide your answers by July 22, 2024. The survey will take approximately 20 minutes to complete.

The survey results, along with other research, will help inform the plan and shape the future of recreation infrastructure and opportunities in Westlock County! **Upon completion of the survey, respondents are eligible to enter a draw for one \$100 VISA gift card.** The draw is voluntary, and the contact information provided will not be connected to the responses you have provided in the survey. All contact information will only be used to contact the gift card winner.

If you have any questions regarding this survey or the planning process, please contact Westlock County at afinnegan@westlockcounty.com.

The information you provide through this survey is collected under the authority of, and managed in accordance with, the Freedom of Information and Protection of Privacy Act and will be used by Westlock County to inform planning related to recreation services. Survey data will be stored electronically on the contractor's secure server and deleted one year after the completion of the project.

Your responses will be combined with all others when reported. Some analysis will be reported according to smaller sub-groups such as household composition or how long you have lived in the area. The information you provide will only be used for research purposes. At no time will any specific comments be attributed to attributed to a specific survey respondent.

Any personal information you provide will not be disclosed for any other purpose than stated without your specific written consent or unless required by law to do so.

SURVEY DRAW

If you would like to enter into the draw for one \$100 VISA gift card, please provide the information below. The draw is voluntary and the contact information provided will not be connected to the responses you have provided in the survey. All contact information will only be used to contact the gift card winner.

Name: _____

Contact Information (phone number or email address): _____



Section 1: Current Usage / Visitation

1. Recreation is broad and includes activities in which people participate freely for enjoyment and to improve their physical, mental, and spiritual health. From the list below, please identify the recreation activities in which household members participate? (Select all that apply)

- At home leisure activities (e.g., games, reading, computer games)
- Attending spectator activities/special events (e.g., concerts, sports events, festivals)
- Cultural activities (e.g., celebrations, participating in festivals)
- Indoor aquatic activities (e.g., lane swimming, recreational swimming)
- Indoor physical activity (e.g., working out in a gym, yoga, indoor climbing)
- Indoor sports (e.g., basketball, curling, hockey, squash)
- Nature-oriented activities (e.g., fishing, nature appreciation, bird watching, walking tours)
- Outdoor aquatic activities (e.g., swimming, canoeing / kayaking, paddleboarding, spray parks)
- Outdoor court activities (e.g., tennis, basketball, pickleball)
- Outdoor leisure activities (e.g., picnicking, reading in a park, casual bocce, playing at playground)
- Outdoor physical activity (e.g., walking, hiking, cycling (road, mountain), gardening, skateboarding)
- Outdoor sports (e.g., soccer, softball, disc golf, BMX biking)
- Outdoor winter activities (e.g., cross-country skiing, snowshoeing, skating)
- Performing arts (e.g., singing, dancing, drama)
- Social activities (e.g., get together with friends / family)
- Visual arts (e.g., painting, photography, pottery, crafts)

2. For each of the facilities and spaces listed, please indicate how frequently you or a member of your household use/visit it in a typical year considering your season of play. (Note – if multiple household members used the facility at the same time, please count that as one use / visit.)

| Outdoor Facilities and Spaces (Westlock County) | | | | | |
|---|-----------------------------------|--------------------------------|----------------------------------|--|--------------------------|
| Facility / Amenity | Daily (3 or more times a week) | Weekly (1-2 times per week) | Monthly (1-3 times per month) | A few times per year (less than once per month) | Did not use / visit |
| Ball diamonds or outdoor fields in Busby | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Outdoor spaces at community halls like ball diamonds, rinks, playgrounds. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Long Island Lake Municipal Campground | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jarvie Sports Grounds | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pickardville Sports Grounds | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pibroch Sports Grounds | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Rainbow Park Trout Pond | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Outdoor Facilities and Spaces (Westlock County) | | | | | |
|---|---|-----------------------------------|-------------------------------------|---|--------------------------|
| Facility / Amenity | Daily (3 or more times a week) | Weekly (1-2 times per week) | Monthly (1-3 times per month) | A few times per year (less than once per month) | Did not use / visit |
| Tawatinaw Valley Ski Hill | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trails (motorized) in Westlock County | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trails (non motorized) in Westlock County | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Outdoor Facilities and Spaces (Town of Westlock) | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Ball diamonds or outdoor fields in Westlock | <input type="checkbox"/> |
| Westlock skate park | <input type="checkbox"/> |
| Westlock walking trails | <input type="checkbox"/> |

| Outdoor Facilities and Spaces (Village of Clyde) | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Ball diamonds or outdoor fields in Clyde | <input type="checkbox"/> |

| Indoor Facilities and Spaces (Westlock County) | | | | | |
|--|---|-----------------------------------|-------------------------------------|---|--------------------------|
| Facility / Amenity | Daily (3 or more times a week) | Weekly (1-2 times per week) | Monthly (1-3 times per month) | A few times per year (less than once per month) | Did not use / visit |
| Busby Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Dapp Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fawcett Arena | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fawcett Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Gladwin Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Half Moon Lake Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hazel Bluff Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Jarvie Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Linaria Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Linaria Curling Rink | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Linaria Agricultural Complex | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Linaria Seniors Centre | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pembina Heights Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pickardville Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pibroch Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Vimy Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Westlock and District Community Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Indoor Facilities and Spaces (Westlock County) | | | | | |
|---|---|-----------------------------------|-------------------------------------|---|--------------------------|
| Facility / Amenity | Daily (3 or more times a week) | Weekly (1-2 times per week) | Monthly (1-3 times per month) | A few times per year (less than once per month) | Did not use / visit |
| Indoor Facilities and Spaces (Town of Westlock) | | | | | |
| Westlock Aquatic Centre - pool | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Westlock Aquatic Centre – 24-Hour Gym | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Westlock Aquatic Centre – Squash Courts | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Westlock Rotary Spirit Centre - Curling Rink | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Westlock Rotary Spirit Centre – Arena | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Westlock Rotary Spirit Centre – Fieldhouse | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Westlock Rotary Spirit Centre – Walking Track | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Westlock Rotary Spirit Centre – Fitness Centre | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Westlock CATS Theatre | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Westlock Art Gallery | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Section 2: Recreation Services Assessment

3. How satisfied are you with the following aspects of recreation and parks services and opportunities available to you in the **Westlock County region**?

| Recreation services | Very satisfied | Somewhat satisfied | Neither satisfied nor dissatisfied | Somewhat dissatisfied | Very dissatisfied |
|--|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|
| Availability of recreation facilities. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Availability of quality parks and open spaces. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trail network. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Access to bodies of water, such as area lakes. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Availability of organized sports programs and opportunities. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Availability of recreation programs and opportunities. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Availability of arts and culture programs and opportunities. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

4. What improvements or changes are needed regarding programs and opportunities? (Select all that apply.)

- No improvements or changes are needed
- Accommodate more participants.
- Better instruction.
- More convenient schedule.
- Enhanced content / better quality.
- Offered more frequently.
- Lower cost.
- Greater variety.
- More convenient locations.
- Improved marketing of programs.
- Other, please specify: _____

5. Are there other programs you think are needed in the Westlock County region? If so, please list them below and indicate the age range.

6. What, if anything, prevents you or someone in your household from participating in recreation opportunities in the Westlock County region? (Select all that apply)

- Nothing limits our ability to participate in recreation opportunities in the Westlock County region.
- Personal (e.g. health/medical issues, lack of knowledge of activity, lack of time, lack of childcare)
- Language or cultural barriers
- Facility operation issues (e.g. hours of operation, facility is crowded, activity and program schedules don't work, lack of rental time, programs aren't offered or are full)
- Don't feel welcome/safe/comfortable
- Cost (e.g. program/lesson fees are high, admission fees are high)
- Physical barriers to access/difficult to physically get into facilities
- Features or amenities that I want aren't offered
- Condition of facility
- Do not know where the facilities are
- Transportation challenges to get to the facility
- Spaces are too busy and noisy
- Not enough parking or parking full at times I want to visit
- Other, please specify: _____

7. How far are you willing to travel (one way) to access the following recreation services before travel becomes a barrier to participation?

| Facility / Space | I/we are willing to travel up to 20 min (one way) to participate at these spaces | I/we are willing to travel 21 - 40 min (one way) to participate at these spaces | I / we do not think travel time is a barrier to participate at these spaces |
|--|--|---|---|
| Indoor recreation amenities for leisure (e.g. leisure pools, fitness / wellness facilities, art studios) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Indoor recreation amenities for competition (e.g. lane pools, gyms, arenas) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Outdoor amenities for passive recreation (e.g. parks, trails, green space) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Outdoor amenities for active recreation (e.g. skateboard park, beach volleyball) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Outdoor amenities for competition / games (e.g. diamonds, rectangular fields) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Interpretive venues (e.g. museums and heritage facilities, nature centres, interactive learning spaces) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

8. From the following lists of indoor and outdoor facilities and amenities, please identify if:

- Existing facilities / amenities should be enhanced (if applicable)
- More of these facilities / amenities should be developed
- This type of facility / amenity should not be a priority for investment

When providing your responses, please consider the perspectives of your household, overall benefits to your community, and the potential financial impacts (some facilities have higher development and/or operating costs).

Indoor facilities and amenities

| Facility / Amenity | Existing facilities / amenities should be enhanced (if applicable) | More of these facilities / amenities should be developed | This type of facility / amenity should not be a priority for investment | Not sure / no opinion |
|---|--|--|---|--------------------------|
| Arts and crafts creative spaces (e.g. studios and collaborative workspaces) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Arenas | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Community halls and social gathering type spaces | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Curling facilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fitness facilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Gymnasium / flexi-hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Interpretive venues (e.g. museums and heritage facilities, nature centres, interactive learning spaces) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Facility / Amenity | Existing facilities / amenities should be enhanced (if applicable) | More of these facilities / amenities should be developed | This type of facility / amenity should not be a priority for investment | Not sure / no opinion |
|---|--|--|---|--------------------------|
| Indoor multi-sport facility (e.g. field house with large multi-use surface(s) that can accommodate a variety of activity types) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Indoor children's play spaces | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Indoor walking / running track | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Multi-purpose program rooms | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pools | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Seniors spaces | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Youth spaces | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Outdoor facilities and amenities

| Facility / Amenity | Existing facilities / amenities should be enhanced (if applicable) | More of these facilities / amenities should be developed | This type of facility / amenity should not be a priority for investment | Not sure / no opinion |
|---|--|--|---|--------------------------|
| Ball diamonds | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| BBQ and picnic areas / park shelters | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Campgrounds | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Community gardens | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cross country ski trails | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Dog parks | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Lake access | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Outdoor fitness equipment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Outdoor pools | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Outdoor festival and community performance spaces | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Outdoor paved court spaces (e.g. for basketball, ball hockey) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Outdoor public art | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Outdoor skating rinks | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Playgrounds | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pump tracks / bike skills parks | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Skate parks | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Snowshoe trails | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sports fields (rectangular sports fields for soccer, football, rugby, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Spray parks | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Support amenities like bathrooms, benches, signage, etc. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tennis / pickleball courts | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Facility / Amenity | Existing facilities / amenities should be enhanced (if applicable) | More of these facilities / amenities should be developed | This type of facility / amenity should not be a priority for investment | Not sure / no opinion |
|------------------------|--|--|---|--------------------------|
| Track and field venues | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trails - motorized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trails – non motorized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

9. Due to resource limitations, some recreation and parks facilities and amenities have to be prioritized over others. The following list includes possible criteria that could be used by Westlock County when deciding how to prioritize recreation projects. **How important should each criteria be to Westlock County when prioritizing recreation projects?**

When Westlock County has to decide between Project A or Project B, the criteria below can be helping in determining which one should be the top priority. For example, if Project A is a completely new facility in the area and Project B is an enhancement to an existing facility, Project A would become the priority if the first criteria in the table below was considered very important.

| Criteria | Very important | Somewhat important | Neither important nor unimportant | Somewhat unimportant | Very unimportant |
|---|--------------------------|--------------------------|-----------------------------------|--------------------------|--------------------------|
| ...the facility / amenity is not readily or is already available in the area. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ...partnerships and grants are available that would lower the costs of building. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ...it responds to demands / request from the community. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ...it has potential for bringing money into the community by attracting visitors. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ...it means recreation facilities are available throughout Westlock County. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ...the costs to operate are lower. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ...it fits with the plans of the local government. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ...the overall capital cost to build is lower. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ...it provides greater benefit to the community. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

a. Use the space below to identify other criteria that Westlock County should use when prioritizing multiple recreation projects.

Section 3: Values and Considerations

10. Please indicate your level of agreement with the following statements.

| Value statement | Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree |
|---|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|
| Recreation is very important to my household. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Recreation is very important to my community. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Recreation can generate tourism in the County. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Recreation services benefit all residents in the County even if they don't use them directly. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It is important to ensure that recreation opportunities are available and accessible for all residents in the County. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Where possible the County should partner with community groups to provide recreation services. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Community events can help people to develop a sense of community and connection to each other. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It is important to maintain or upkeep our existing facilities before we consider developing new ones. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Section 4: Communications

11. In general, how informed do you feel about recreation opportunities in the Westlock County region?

- Very informed
- Adequately informed
- Inadequately informed
- Not sure / no opinion

12. How do you prefer to learn about parks and recreation opportunities in the Westlock County region? **Please select your top 5 preferences.**

- Westlock County website
- Westlock County social media (e.g. Facebook, Twitter, LinkedIn, Instagram)
- Town of Westlock website
- Town of Westlock social media (e.g. Facebook, Twitter, LinkedIn, Instagram)
- Other community websites
- Posters in community facilities/spaces
- Newsletters
- Online advertising
- Real Country 97.9 FM
- CHPN 89.9 FM
- Communication through schools
- Advertising at community events
- Word of mouth
- Communication from community groups, organizations, or clubs
- Roadside sign
- Other, please specify: _____

Section 5: Willingness to Pay

13. The County's investment in recreation is paid for by a combination of tax support (including property taxes), partner contributions, and fees paid by users.

To ensure that community needs for recreation services in the Westlock County region are better met, would you support an **increase in property taxes** for the **enhancement of existing and / or new recreation facilities, programs, and services** for Westlock County residents ?

- Yes
- Unsure
- No (Go to Q 14)

a. If Yes or Unsure, how much of an increase would you be willing to pay?

- Up to 1% per year
- 1% up to 3% per year
- 3% up to 5% per year
- More than 5% per year.

Section 6: Other Comments

14. Please use the following space to provide any other comments you may have about the provision of recreation in Westlock County.

Section 7: Household Profile

Please provide the following information about your household. This information will help with the analysis of the survey findings. The responses you provide will not be used to identify your individual household.

15. Are you a resident of Westlock County? (required)

Yes

If yes, in which division?

Division 1

Division 2

Division 3

Division 4

Division 5

Division 6

Division 7

No

If No, Please identify where you live: _____ (go to Q18)



16. How long have you lived in Westlock County?

Less than 1 year

1 - 5 years

6 - 10 years

More than 10 years

17. Do you own or rent your home? (required)

Own

Rent

Unsure

18. Please describe your household by identifying the number of members in each of the following age groups – including yourself!

- 0-4 years _____
- 5-9 years _____
- 10-14 years _____
- 15-19 years _____
- 20-29 years _____
- 30-39 years _____
- 40-49 years _____
- 50-59 years _____
- 60-69 years _____
- 70-79 years _____
- 80 years and older _____

19. Which best describes your household composition?

- Couple with children
- Couple without children
- Lone parent family
- One-person household
- Multigenerational household (at least 3 generations)
- Two or more adults not a couple (e.g. roommates, siblings living together)
- Prefer not to answer

20. What best describes the employment status of the adult(s) in the household? (You may select more than one answer.)

- Employed or self-employed full time
- Employed or self-employed part time
- Fully retired
- Managing a home (i.e. homemaker)
- Not employed or unable to work
- Seasonal

Thank you very much for taking the time to participate in the survey! Your answers are important.

Appendix C – Group Questionnaire Participants

Own / Operate a Facility

1. Back to Basics Family Camping
2. Bethel Bible Camp
3. Buckridge Campground
4. Busby Community League
5. Canadian Tractor Museum
6. Clyde and District Seniors Drop In Centre
7. Echo Lake Family Campground
8. Family Taekwondo
9. Gladwin Community Association
10. Hidden Valley Golf Course
11. Jarvie Community Council
12. Linaria Community Hall
13. Long Island Lake Municipal Campground
14. Pembina Heights Community Club
15. Pine Valley Centre Ltd.
16. Progressive and Coordinating Organization Agricultural Society
17. Riverside Acres
18. Tawatinaw Valley Ski Club
19. Vimy and District Lions
20. Westlock Bowl
21. Westlock Golf Club
22. Westlock Gospel Chapel

Does Not Own / Operate a Facility

1. Canadian Ski Patrol Pembina Zone Society
2. Jarvie Rod & Gun community Association
3. Pembina Driftbusters Snowmobile Club
4. Pembina Ringette Association
5. Westlock & District Historical Society
6. Westlock Fun Hockey
7. Westlock Lacrosse Association
8. Westlock Minor Baseball Association
9. Westlock Minor Hockey
10. Westlock Preschool Society

Appendix D – Meeting Participants

1. Alice Frose Library in Fawcett
2. Busby Community Hall
3. Busby Gymkhana
4. French Creek Country RV
5. Hazel Bluff Community Hall
6. Jarvie Library
7. Pibroch Community Hall
8. Pine Valley Resourt
9. Tawatinaw Valley Retreats
10. Tawatinaw Valley Ski Club
11. Westlock & District Tractor Foundation
12. Westlock Figure Skating Club
13. Westlock Gators Swim Club
14. Westlock Lacrosse Association
15. Westlock Minor Baseball



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